

KELLOGG'S
GREAT CROPS OF
STRAWBERRIES
AND HOW TO
GROW THEM
**THE KELLOGG
WAY**

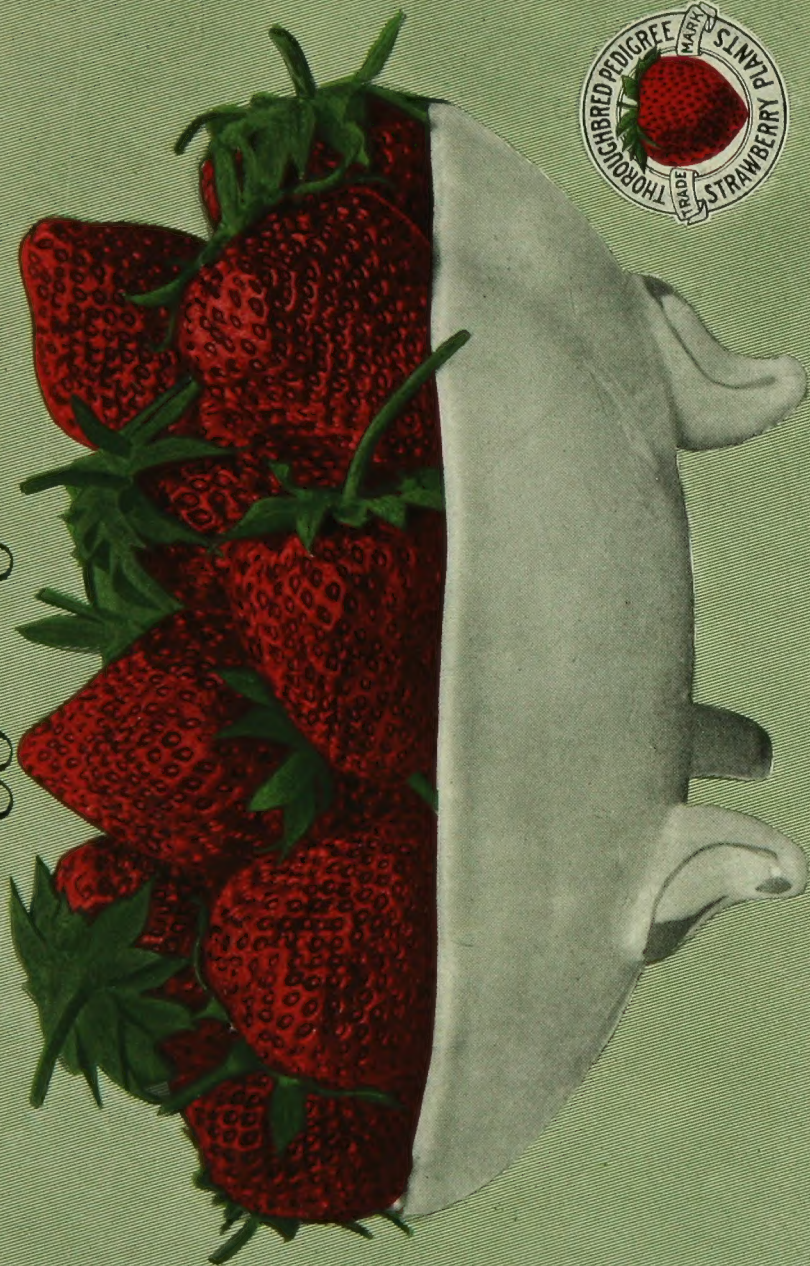
1921



KELLOGG'S BIG LATE

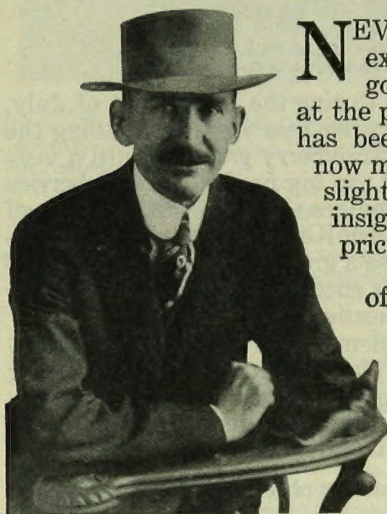
R. M. KELLOGG CO.
THREE RIVERS, MICH.

Kellogg's Big Wonder



Strawberries!

The Crop of Golden Opportunities



F. E. BEATTY, PRESIDENT

NEVER before during all my years of strawberry experience has the future been filled with such golden opportunities for strawberry growers as at the present time. The strawberry which always has been the most profitable commercial crop, is now more profitable than ever during the past, the slight increase in the cost of producing them being insignificant compared with the big increase in the prices which growers receive for their berries.

Cheap strawberries are now but a memory of the past. Only a few years ago, strawberries sold at 8 and 10 cents per quart. My prediction at that time, (greater demand at higher prices for the future), has been realized to a degree that scarcely seems possible as growers were unable to supply the enormous demand for strawberries during 1920 even at 40 to 50 cents per quart.

The urgent demand for high-quality strawberries for the family table is rapidly increasing on all markets and growers who are helping to supply this demand are establishing for themselves a business which pays big dividends in health, pleasure and profit and which eventually will win for them financial independence with good health to enjoy it as Nature intended. The strawberry grower also enjoys the satisfying assurance that he is contributing a food which is necessary to man's welfare, as the strawberry is considered one of our most healthful and desirable fruits.

In addition to the demand for strawberries as food in the strict sense of the word, the increased demand for fruit juices, crushed fruits and ice cream resulting from National Prohibition, opens new and promising opportunities to strawberry growers, as the strawberry is an ideal fruit for these purposes.

The following newspaper advertisement which appeared during the 1920 strawberry season, is a striking example of the extent to which strawberries now are used in the manufacture of ice cream. It is only necessary to consider the thousands of ice cream manufacturers, many whose requirements are even greater, to realize the enormous quantities of strawberries required annually to supply this demand:

WANTED FINE STRAWBERRIES

Graham's Ice Cream Factory wants 800 crates of strawberries for strawberry ice cream. All farmers who grow fine berries should bring their load to Graham's first and get their price.

The above advertisement explains the situation most effectively as it means that this one ice cream factory alone requires several thousand quarts of high-quality strawberries per season, representing a return of from \$3,000 to \$4,000 to the growers. And yet, a small patch of Kellogg Strawberries grown the Kellogg Way very often will produce this quantity of fancy strawberries.

If you are not acquainted with the enormous productiveness and high quality of Kellogg Strawberries, this statement may seem exaggerated;



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



however, many Kellogg customers have proved to their entire satisfaction the big profits in growing Kellogg strawberries. For instance:

\$2,646 is the rate of profit per acre reported by Lucas Keller, Jr., of Ohio.

\$2,427.90 by H. A. Wysong of Indiana. \$2,400 by J. A. Bickerdike of Oregon.

One of our customers whom we visited during the latter part of July, 1920, is now making several thousand dollars per year notwithstanding the fact that he knew practically nothing about strawberry growing until a very few years ago, when he became convinced of the big profits in strawberries and started with a small patch of Kellogg Pedigree Plants. At the time of our visit, he was selling from \$300 to \$400 worth of Kellogg Everbearing Strawberries every week and was compelled to refuse a great many orders which he could not possibly supply. This young man's success is an eloquent tribute to the possibilities in growing Kellogg Strawberries the Kellogg Way.

A large cannery, realizing the enormous demand for high-quality strawberries, wanted to make arrangements for planting 100 acres to Kellogg Pedigree Plants last spring to provide sufficient strawberries for their trade. The following statement taken from a letter which we received from them early in 1920, explains why they were unable to carry out their intention:

"It is not a question of being able to take care of the fruit but of getting acreage and plants."

And right here, I feel it my duty to inform you regarding the shortage of plants this season which is far more serious than ever before. Adverse labor and weather conditions throughout the country last spring resulted in the planting of a much smaller acreage than usual and the plant crop was still further restricted by extreme weather conditions during the growing season. Reports which I have received from different sections of the country, indicate that the strawberry-plant crop this year is the smallest in many years and I would not be greatly surprised if it proved to be the smallest crop ever known in the history of present day strawberry growing.

Although we have only about one-third of our usual crop of Kellogg Pedigree Plants, I am pleased to state that they are, as usual, of the highest possible quality. This high quality is evidence of stored up vitality which enables them to thrive vigorously and produce abundantly even under the most trying weather conditions. I always have been justly proud of the big crops and big profits reported every year by Kellogg customers, and I am confident that even our oldtime customers who know from actual experience that it pays to set Kellogg Pedigree plants and who continue to send us their orders regularly year after year, will be agreeably surprised when they receive their Kellogg Pedigree Plants this season.

Now just a suggestion in regard to your order. It is hardly necessary for me to tell you that considering the high cost of producing Kellogg Pedigree Plants and the big crops of fancy berries they produce, our prices quoted on Page 33 are considerably lower than might reasonably be expected, and that at these prices our entire crop will be sold much earlier this year than usual.

Let me therefore urge the importance of sending us your order at once while you have it in mind and before Kellogg Pedigree Plants are all sold. This will reserve yours until spring when they will be freshly dug, carefully packed and shipped to you in the most ideal condition for setting in your field or garden. And when they begin fruiting you will say substantially, just as our thousands of other customers are saying right along—"For big, quick and sure profits, Kellogg Pedigree Plants can't be beat. Kellogg Plants for me every time."

Assuring you that your order, large or small, will receive the same careful attention and that you will find Kellogg Pedigree Plants of the same uniformly high quality which has been responsible for our own success, I am

Sincerely yours,

KELLOGG PEDIGREE STRAWBERRY PLANTS

To our thousands of satisfied and enthusiastic customers located in all sections of the country, Kellogg Pedigree Plants are so well and favorably known that they need no further introduction.

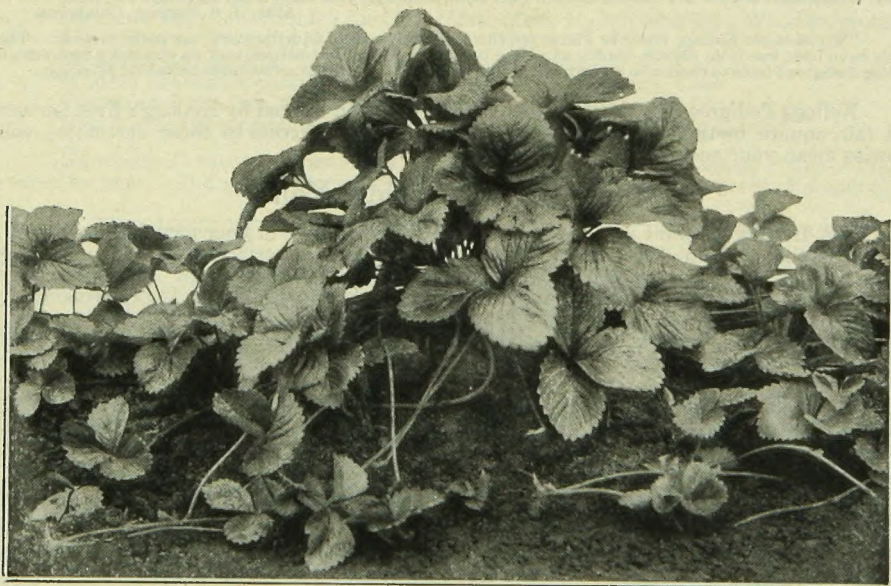
If, however, you are not already a Kellogg customer, the very fact that our Company has grown "from an Idea to an Institution," recognized as the world's leading strawberry-plant breeders, should in itself be proof sufficient that our many years of effort spent in developing Kellogg Pedigree Plants to their high standard have been properly directed and that we have at all times served our customers' interests to their complete and lasting satisfaction.

Our life work has been devoted to the development and perfection of Kellogg Pedigree Plants. Naturally, we are proud of the big crops and big profits which our customers report every year as our own success depends upon the degree to which Kellogg Pedigree Plants make good in our customers' fields and gardens.

In the strawberry-plant business as in any other, especially under present conditions, quality may easily be overlooked in order to obtain quantity. Quality however always has been and will ever be our first and foremost consideration,—price the last and based entirely on quality. Our aim and purpose is that every Kellogg Pedigree Plant shall measure fully up to the highest possible standards proving 100 per cent efficient at fruiting time. They are bred up to the highest standard, not down to the lowest price.

Your berry crop cannot be greater than the vigor and productive capacity of the plants you set. These invisible qualities, although not apparent until fruiting time, are determined by the methods which are followed and care which is exercised in the breeding of the plants.

A strawberry plant is in reality a machine—its finished product, strawberries. And just as the most successful manufacturers invariably are the ones who employ machines and systems which will develop greatest efficiency, so are the most prosperous strawberry growers those who set the most productive strain of plants and follow proper cultural methods.



KELLOGG PEDIGREE MOTHER PLANT REPRODUCING ITSELF

This photo engraving shows an average Kellogg Pedigree mother plant with its runner plants growing on the Kellogg Farm. Note the vigor of the mother plant, the heavy runner cords and strong, well developed runner plants. These are the type of runner plants which are responsible for the universal success of Kellogg customers.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



In the production of Kellogg Pedigree Plants, every detail no matter how small or seemingly unimportant receives the same careful attention; nothing is neglected or overlooked. They are grown under the most ideal conditions, in soil and climate especially prepared and adapted to the highest development of all desirable qualities. Our mechanical equipment and cultural methods are the most modern and scientific. Our methods of plant selection and restriction are in perfect harmony with the laws of Nature.

It isn't the amount originally paid for plants which determines whether they are an investment or an expense. Plants which at fruiting time respond with a big crop of high-quality berries, represent a profitable investment. On the contrary, non-productive plants are an expense at any price as they are in reality dearly paid for in loss of time, fertilizer and use of ground, to say nothing of the eventual disappointment which they are bound to bring.

We fully realize that a customer's endorsement is the most convincing evidence of merit and we are entirely willing that Kellogg Pedigree Plants should be judged by what our customers say regarding them. Below and elsewhere in this book, we have reproduced letters and extracts from letters in which our customers express their regard for these plants. Although space permits us to give only a very few of these letters, the thousands we have received would fill a volume of many pages.

"I am thinking of planting an acre to strawberries in the spring and will set none but Kellogg Pedigree Plants as they have given me such wonderful satisfaction in the past."
K. W. HERMAN, New York.

"My quarter-acre of Kellogg strawberries produced \$600 last year. This is at the rate of \$2,400 per acre and I do not consider it bad for a starter. I follow the hill system exclusively and do not raise any plants for my own setting but send to headquarters, (R. M. Kellogg Company), for them. I also refer all inquiries for plants to you."
J. A. BICKERDIKE, Oregon.

"Words cannot describe the delicious strawberries our Kellogg Pedigree Plants have produced. We sold during one season \$120 worth of berries from only one-twelfth of an acre and besides canned about 50 quarts and served them fresh from the vines three times a day for two weeks. I intend sending you my order for ten or twelve thousand more Kellogg Pedigree Plants in December or January, to be shipped next spring."
THOS. SOATKAMP, Illinois.

"We picked over \$100 worth of berries last summer from only 275 Kellogg Pedigree Plants. We intend to set more Kellogg plants next spring."
L. C. EVANS, Colorado.

"Kellogg Pedigree Plants have done wonders for us. All who see our patch say they never have seen its equal. We tell everyone who wants plants to send to R. M. Kellogg Company and they will get just what they order. Please send us your new catalog and price-list as we want to get our order in by the first of the year."
MRS. H. R. HOBSON, Oklahoma.

"We have set Kellogg Pedigree Plants for the past twelve years and the stock has been excellent. The plants have been free from disease, thrifty and large producers of excellent berries, and we cheerfully recommend Kellogg Pedigree Plants to those who desire to grow strawberries."
CLEVELAND-CLIFFS IRON CO., Michigan.

Kellogg Pedigree Plants grown the Kellogg Way and backed by Kellogg's Free Service and fair, square methods of dealing—which have meant success to these customers, will likewise mean your success.

We Want to Convince You

Yes, frankly we want you to try Kellogg Pedigree Plants in your own field or garden, for only in this way can you become acquainted with their merits. Whether your order represents only \$1.00 or \$100.00, it will receive the same careful attention. It has been our experience that small trial orders invariably lead to larger ones, resulting in permanently



FERTILIZING, CULTIVATING AND HOEING KELLOGG PEDIGREE PLANTS

Kellogg Pedigree Plants are at all times supplied with an abundance of properly balanced plant food which is thoroughly worked into the soil by cultivating and hoeing.

The above photo-engraving shows one of our field forces at work during the growing season.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



satisfied customers and boosters whose enthusiasm and good words for Kellogg Pedigree Plants grow stronger every year at berry time.

Only a commodity possessed of sterling qualities could thus continue to satisfy the exacting and critical requirements of the public-at-large year after year and win so many loyal friends. Kellogg Pedigree Plants have accomplished this because they have made good away from home to a degree that has left no room in our customers' minds to doubt their exceptional qualities.

Why We Advise Ordering Early

We regret that we are obliged to disappoint thousands every year because their orders are received late in the season after our plants are entirely sold. Our present crop which is the smallest in years will be sold much earlier than usual, orders being booked as early as last July. The earlier we receive your order, the more certain will you be to get plants this spring. Reserve your plants today. They will go forward to you freshly dug, carefully packed and full of vigor in the spring, all transportation charges prepaid.



Frequent and thorough sprayings enable us to guarantee Kellogg Pedigree Plants free from all insects and fungous diseases.

Judge Kellogg Pedigree Plants By the Company They Keep

The most discriminating class of individuals and Institutions set Kellogg Pedigree Plants because they know from actual experience that these plants may be depended upon to produce big crops of fancy, delicious berries unsurpassed in quality.

We are proud to claim as Kellogg customers the following representative Institutions:

Arkansas State Normal School, Conway, Ark.

State Hospital No. 3, Nevada, Mo.

Alabama Vocational School for Girls, Mrs. Mary R. Jordan Supt., Woodlawn, Ala.

Essex County Training School, Lawrence, Mass.

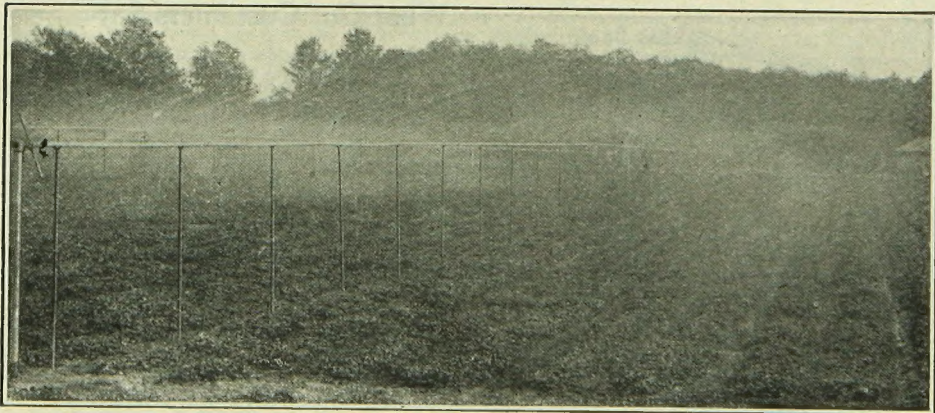
Michigan Agricultural College, East Lansing, Mich.

Modern Woodmen Sanatorium for Tuberculosis, Woodmen, Colo.

Cleveland-Cliffs Iron Co., Negaunee, Mich.

New York Agricultural Experiment Station, Geneva, N. Y.

Hundreds of other large Institutions and business firms also set Kellogg Pedigree Plants year after year. And why? Because Kellogg Pedigree Plants possess exceptional merits.



A Section of our Skinner Overhead Irrigation System furnishing a field of Kellogg Pedigree Plants with a cool, refreshing drink during a drouth.

KELLOGG'S FREE SERVICE

"The Key to Strawberry Profits"

"He Profits Most Who Serves Best." To verify the truth of this time worn adage, it is only necessary to consider the various degrees of success realized by different firms, in the majority of cases traceable largely to the degree and quality of service rendered. Among the most successful business firms of National repute, our own Company ranks high having so perpetuated the spirit of service that it stands out conspicuously as the very keynote and watchword of our organization.

The service which we render Kellogg customers has a value far beyond possible measure in dollars and cents, yet this service is gladly rendered without cost to our customers for it is our desire that all who place their confidence in Kellogg Pedigree Plants and our Company shall realize that certain high degree of success which can come only through setting a productive strain of plants and following the most profitable methods.

To grow strawberries properly, (meaning also profitably), is both easy and simple and although previous experience is not necessary, the importance of doing the right thing at the proper time cannot be too strongly emphasized.

Among the many different methods of growing strawberries, the Kellogg Way has proved to thousands of strawberry growers the easiest, simplest and most profitable.

To insure the complete success of our customers in their strawberry work, we have published a small 32-page booklet of convenient pocket size, which explains in detail the Kellogg Way of growing and selling strawberries. A copy of this booklet,—

"The Key to Strawberry Profits"

(Written by F. E. Beatty, America's leading authority on Strawberries)

is furnished every Kellogg customer free and post-paid upon receipt of their order for Kellogg Pedigree Plants, a Kellogg Strawberry Garden or Hearts of Gold Cantaloupe Seed. Whether you are an experienced strawberry grower or don't even know what a strawberry field or garden looks like, Kellogg strawberries grown in accordance with the instructions given in this book insure your complete success right from the start. It fully describes step by step in a plain, practical manner every detail of strawberry and cantaloupe growing from soil preparation to marketing and is written in such simple everyday language that even the veriest novice can readily understand and follow its instructions.

In addition to instructions for growing and selling strawberries and cantaloupes, it also contains thirty tried and tested recipes for preparing strawberry dainties for all seasons of the year and all occasions. To the women folks, especially those who desire to make the daily menu varied and appetizing, will these recipes prove highly valuable.

What Our Customers Say

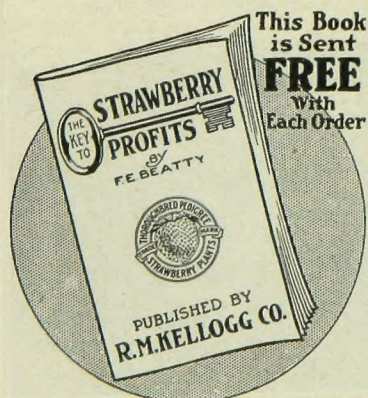
"I have found the instructions in 'The Key to Strawberry Profits' most reliable and helpful. We are so thoroughly enjoying our Kellogg Strawberry Garden that I intend setting more Kellogg plants next spring. All our surplus berries have sold readily at 50 cents per quart." MRS. H. L. CLARK, New York.

"I have found that I cannot raise anything else which is as profitable as Kellogg Strawberries, especially if given the proper care as thoroughly and clearly outlined in Mr. Beatty's 'Key to Strawberry Profits.' I intend giving up garden vegetables and devoting my time and all available land to Kellogg strawberries, so you may look for a good order for plants next spring." C. O. HODGSON, Illinois.

"I find the Kellogg Way three to four times as productive as any other method of growing strawberries." L. A. WALTERS, Idaho.

"I never have seen any other book on strawberry culture that gives as much valuable information as 'The Key to Strawberry Profits.'" M. B. CARTER, Oklahoma.

"I am very well satisfied with Kellogg Pedigree Plants and the service you have rendered me. The information given in your book, 'The Key to Strawberry Profits,' is invaluable." ROY E. BAXTER, Michigan.



(NOTE) This book is sent free only to those sending us Plant, Garden or Seed orders this season. To others, it will be mailed postpaid upon receipt of the regular price, 50 cents.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



Free Personal Service

Kellogg's Free Service Department is maintained solely for the purpose of encouraging and assisting our customers in their strawberry work. We realize that our customers may experience new and special problems from time to time and while 'The Key to Strawberry Profits' gives complete instructions and answers practically every question in regard to strawberry growing, should you require any additional information, a short communication addressed to our Free Service Department will bring you the desired information promptly. To enable us to render you the most efficient service, kindly observe the following simple requests when asking for information:

1. Before writing our Free Service Department, read carefully 'The Key to Strawberry Profits' as undoubtedly it contains the desired information.
2. Please make your letter and questions brief and to the point. Do not include your questions in your letter but write them on a separate sheet and only on one side of the paper.
3. Number questions consecutively so we may answer them in the same order.
4. Write your name and address on your letter also on the sheet containing questions.
5. In describing your soil, simply state whether heavy, light or loamy. Do not send soil samples as these are of no practical value to us in judging the quality of your soil or making up a selection of varieties.
6. Description of your climatic conditions is not necessary as we are acquainted with these general conditions in all sections.
7. Always use the same signature. Every season we receive letters that are unsigned or the address not given. The writers no doubt wonder why they do not receive a reply.
8. If you have occasion to write us during absence from home, always refer to your home address so that we may locate former correspondence and reply promptly.
9. *Please write plainly.*

To Assist You

in making out your order, we offer the following suggestions:

Any soil which will grow garden vegetables or farm crops also will grow Kellogg Strawberries successfully. We recommend either the hill or single-hedge row systems. For the hill system, rows are made 30 inches apart and plants set 15 inches apart in the row, requiring 100 plants per square rod, or 14,000 per acre. For the hedge-row system, rows are made 3 ft. apart and plants set 2 ft. apart in the row, requiring 50 plants per square rod, or 7,000 per acre.

Varieties indicated (P) are female or pistillate and require mating, which means that bisexuals indicated (B) must be set with them. Pistillate varieties may be mated by setting alternate rows of bisexual and pistillate or by following each row of bisexual with two rows of pistillate. Bisexual varieties do not require mating as they will fruit independently of pistillates.

If you are not acquainted with varieties, tell us the number of plants you wish to set, the dimensions of the ground you intend to plant to strawberries, or send us the amount you wish to invest in plants and our Free Service Department will submit for your approval a selection giving number of plants and varieties best adapted to your particular requirements.

We advise having plants shipped early in the season. Should conditions make it impossible for you to set the plants upon or soon after receiving them, they may be 'heeled in' until they can be planted. This is fully explained in 'The Key to Strawberry Profits.'

Varieties for 1921

The varieties listed in this book are the only ones we are growing this season, the extremely unfavorable weather conditions which prevailed during planting time last spring making it absolutely impossible for us to set all the varieties which were listed in our 1920 catalog.

Peerless, Progressive, Superb and Perfection are the only everbearing varieties we are growing this year. All others listed in this book are standard varieties. The everbearing varieties may be permitted to fruit the same season plants are set, but standard varieties should not be allowed to fruit until the following year.

Do not confuse the standard and everbearing varieties when making out your order.

The extent to which Kellogg's Free Service Department can assist you in solving your strawberry problems is limited only by the number of strawberry problems you have to solve.

KELLOGG'S BIG FOUR KELLOGG'S BIG LATE

Several years have elapsed since we first introduced Kellogg's Big Four varieties,—Kellogg's Premier, Dr. Burrill, Magic Gem and Kellogg's Prize, which together with Kellogg's Big Late have proved five of the world's most wonderful standard varieties.

We are indeed proud of the distinction of having introduced these varieties as they have been thoroughly tried and tested under all possible conditions of soil and climate and have been pronounced 'faultless' time and again even by the most critical and exacting strawberry growers.

Our own admiration for these five splendid varieties grows stronger every year, in fact almost daily, as we are constantly receiving letters from delighted growers telling of unqualified success with one or more of these varieties, a single mail often bringing us a great many of these letters.

The descriptions which follow can give you only a faint idea of their real value because in vigor and productiveness of plants and in size, beauty and delicious quality of berries, word descriptions cannot begin to do them justice.

If you already have grown these varieties, of course your own experience will cause you to want them again this season. However, if you never have put them to the test, try them this year. At fruiting time you will thank us for the suggestion as their berries will give you a new vision of real strawberry satisfaction.

Our extremely small crop of plants and the enormous demand resulting from their widespread and favorable reputation is sufficient reason why you should send us your order just as early as possible.

KELLOGG'S PREMIER

"The Prize-Winner and Money-Maker"

(MALE OR BISEXUAL)

(For photo-engraving see Page 11)

Kellogg's Premier is distinctly in a class by itself,—unquestionably the best extra-early variety ever known. In all soils and climates, Kellogg's Premier will be found producing enormous crops of uniformly large, deep red berries of the very highest quality which have made this variety famous with growers everywhere. It is a strong pollenizer and the plants grow large and root deeply, making it extremely vigorous and a splendid drouth resister. Several million Kellogg's Premier plants are now in actual service in our customers' fields and gardens and the fact that we have not received a single complaint is evidence that it has given the highest degree of satisfaction.

For prices of Kellogg's Premier plants, see Page 33.

What Our Customers Say About Kellogg's Premier

"I was sorry I did not have more Kellogg's Premier plants last season as my berries of this variety sold for \$10 per bushel." B. W. ADAMS, Michigan.

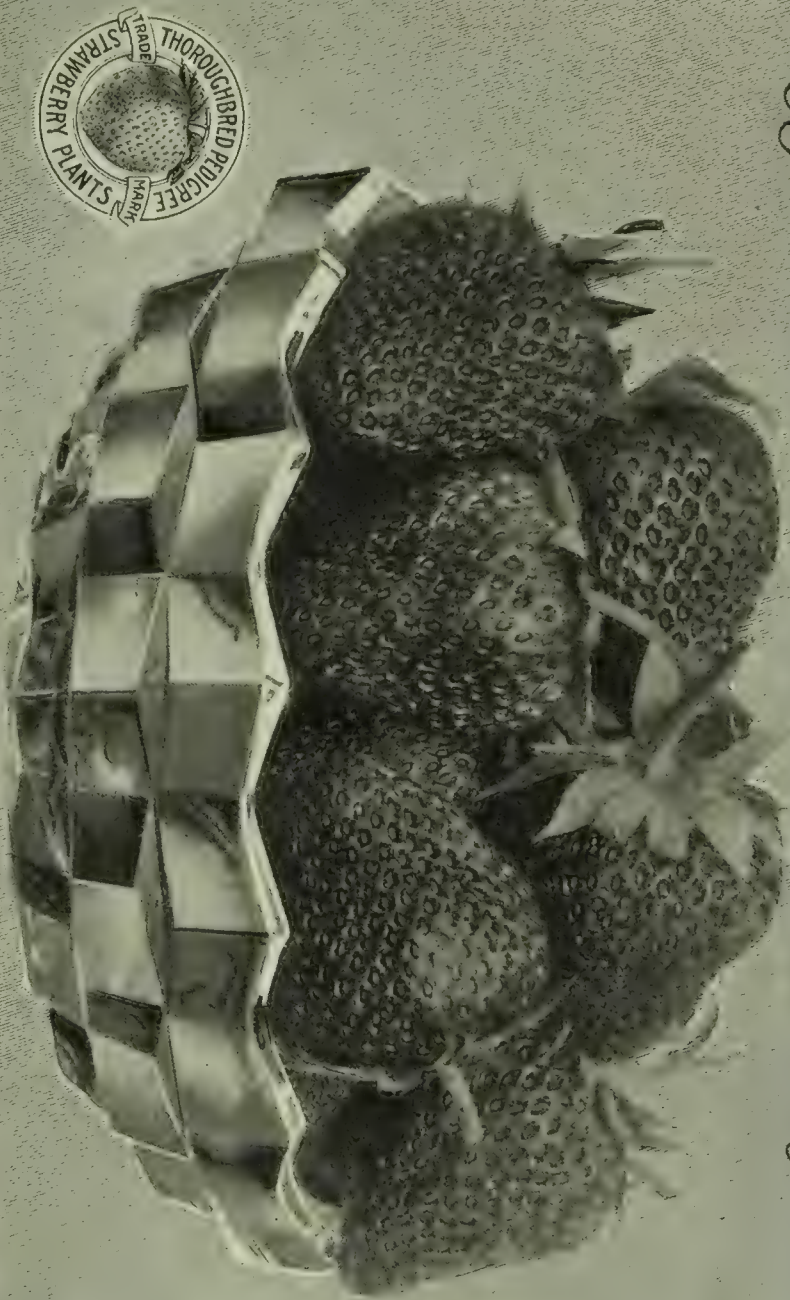
"Kellogg's Premier is rightly named as mine were as large and fine-looking berries as any illustration you ever have shown of this variety, although I am a novice at strawberry growing. Kellogg Pedigree plants certainly deliver the goods. I was the first on the market with home-grown strawberries and everyone says they are the finest berries in the County. We are now only about half through picking (June 27th), having picked 650 quarts from about 800 plants. Our crop will beat the average of a quart to the plant. You will certainly get some orders for plants from this section next spring." F. H. McVEY, Ohio.

"I am selling my Kellogg's Premier strawberries at 50 cents per basket. No one else around here has such early or fancy berries. They are fine." MRS. ALICE M. DYKE, Maine.

"I have just finished picking a bumper berry crop from the Kellogg's Premier plants I set last spring. They are heavy yielders and the berries very good sellers. Although I am new at strawberry growing, I had splendid success this year with Kellogg Pedigree Plants." J. R. DARLING, Rhode Island.

"We picked 263 quarts of wonderful berries from the 100 Kellogg's Premier plants which you shipped us in 1919." JOHN SULLIVAN, New York.

Kellogg's Premier, the Prize Winner and Money Maker





DR. BURRILL

"The Million Dollar Strawberry"

(MALE OR BISEXUAL)

(For photo-engraving see Page 13)

All desirable qualities which go to make an ideal variety are found in Dr. Burrill. The strong vigorous plants with long heavy root system characteristic of this variety make it a greater resister of drouth. Its foliage which is large, dark green and of unusually heavy texture, furnishes ample protection for its berries and insures entire freedom from all leaf spots. The mother plants grow large and are very heavy crown builders, making it a desirable variety for hill culture, and being a prolific runner maker, it is equally well adapted for any of the other systems of strawberry growing.

Heavy productiveness of berries of the highest quality is one of the predominating characteristics of this variety. At fruiting time, the plants are simply a mass of blossoms and fruit. Its berries, which are large and beautifully formed as shown in the photo-engraving on Page 13, are deep glossy red, a trifle lighter in color than Senator Dunlap, this beautiful color being uniform to the very center of the berry. They are of a rich, delicious flavor, milder and even more delicious than Senator Dunlap. As a canner, Dr. Burrill surpasses Warfield. For shipping and keeping qualities, it is unsurpassed by any other variety. The berries have a bright green calyx which with its yellow seeds and beautiful color of flesh, make a combination that is most pleasing to the eye and immediately attracts buyers. It is a strong bisexual, has a long blooming season and is therefore an ideal mate for pistillate varieties. Dr. Burrill thrives splendidly in all soils and climates and for either the home garden or commercial strawberry grower, is a highly profitable and desirable variety.

For prices of Dr. Burrill plants, see Page 33.

What Our Customers Say About Dr. Burrill

"Kellogg Pedigree Plants are fine, especially Dr. Burrill. They are truly wonderful,—such large vigorous plants and such heavy fruiters."
MRS. FRANK L. JONES, Maine.

"I have tested plants of six different strawberry varieties bought from several places and have found Kellogg's Dr. Burrill the best."
A. A. ARENIUS, Massachusetts.

"I am well pleased with Kellogg strawberries and will set more in the spring. We like Dr. Burrill very, very much."
MRS. DONALD SMITH, Vermont.

"Dr. Burrill is one of the finest berries grown, and my Progressive everbearers also are doing fine. I have recommended Kellogg Pedigree Plants to a great many people as they always have given me entire satisfaction."
MISS ELLA S. RAYMOND, Missouri.

"Am selling my Dr. Burrill strawberries at 40 cents per quart. They are very large and fancy. I cannot speak highly enough of Kellogg strawberries."
J. E. PARSONS, Ontario.

Yes, the Plants Shown in This Photo-Engraving Were Very Much Alive and Full of Vigor

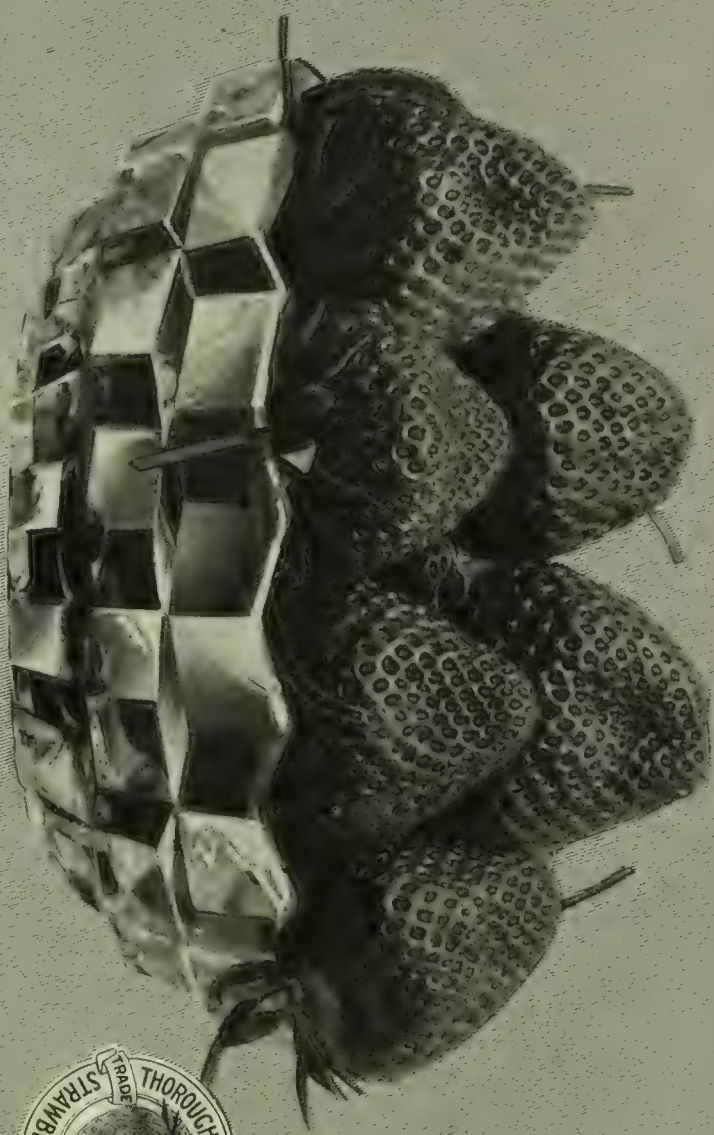


at the time this photograph was taken although they had been shipped from Three Rivers to Pennsylvania and back. The customer who received the shipment returned it claiming the plants were dead.

Immediately upon receiving these plants, we carefully examined them in the presence of several old experienced strawberry growers, and the entire shipment was found to be in the same first-class condition as the plants shown here.

If, when you receive your plants they appear dry and wilted, do not condemn them as being dead and worthless without first examining the crowns. It is the condition of the crown that determines the condition of the plant. If this is alive, the plants will live if given proper care and attention. Never condemn plants until you have examined them carefully, for it is only natural to expect that they will appear somewhat dry and wilted after traveling any distance.

Dr. Burrill, the Million Dollar Strawberry





MAGIC GEM

"The Gem of Perfection"

(MALE OR BISEXUAL)

(For photo-engraving see Page 15)

There could not possibly have been found a more fitting and appropriate name for Magic Gem as this variety is truly "The Gem of Perfection."

Magic Gem was born in the West and in plant growth is a typical representation of the rugged, sturdy characteristics symbolic of its native section.

But although of western origination, Magic Gem claims no preference as to soil or weather conditions and for this reason has become a leading favorite in home gardens and with commercial strawberry growers in the North, East, South and West alike.

It is a strong bisexual, blooming and fruiting medium late, its blooming season however extending over such a long period that it is used successfully for mating all except extra-early pistillates.

Magic Gem produces abundantly and brings practically every berry to full maturity. Its berries are large, dark red, with seeds deeply imbedded in the flesh. A heavy calyx which remains fresh and bright for an unusual length of time after picking, is another of Magic Gem's splendid features.

For home use or market, you will find in Magic Gem all that could possibly be desired of a medium late variety.

For prices of Magic Gem plants, see Page 33.

"Magic Gem is a splendid variety. I counted fifty-six berries on one of my Magic Gem plants and another plant of this variety must have produced at least one hundred berries. My plants are not allowed to produce any runners."

W. WOODWORTH, Ohio.

"In the spring of 1918 I set 175 Kellogg Pedigree Plants in our garden, 100 of which were Magic Gem, planning on having only enough fruit for our own use. The next season, from this small plot we sold \$42.25 worth of berries and besides used and gave away berries to the value of \$13.65, making the total value of our crop \$55.90. If I figure correctly, this is at the rate of over \$2,400 per acre and is not so rotten, I'll say. If we hadn't sold our home and moved away, we no doubt would have had a splendid crop in 1920."

E. G. WHITLEY, New York.

A large western grower says of Magic Gem:

"If you could see it fruiting here, you would write three or four pages in your catalog trying to explain what a wonderful berry it is, but words will not do it justice. It produces more big, fancy berries per plant than I ever have seen produced by any other variety and you cannot realize how large the Magic Gem berries grow here. Their color is dark red and their flesh is very solid. You should push this variety harder than ever."

KELLOGG'S PRIZE

"The Late Strawberry Without a Fault"

(FEMALE OR PISTILLATE)

The many exceptional points of merit combined in Kellogg's Prize, make this "The Late Strawberry Without a Fault."

This late pistillate grows tall, roots deeply, is strong and hardy and succeeds everywhere.

It is a heavy and consistent fruiter. Its berries are large, beautiful and delicious. Their deep crimson color splashed with dark red, together with their wax-like surface and beautiful calyx, make Kellogg's Prize berries an object of beauty which words cannot describe. Their mild and delicious flavor once tasted, creates a lingering desire for more.

The extracts from letters received from our customers which we quote below tell of widespread success which has made Kellogg's Prize a favorite in all sections.

For prices of Kellogg's Prize plants, see Page 33.

"Kellogg's Prize is the greatest strawberry on earth. You have made a mistake in pronouncing it 'wonderful'. You should have said 'magnificent'."

W. H. OPENSHAW, New Jersey.

"Kellogg's Premier and Kellogg's Prize are the two greatest varieties I ever have grown. I wish I had more plants of these varieties."

MATT DUNN, Kansas.

"Kellogg's Prize is by far the best berry I ever have grown."

H. S. TUCKER, Missouri.

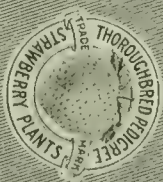
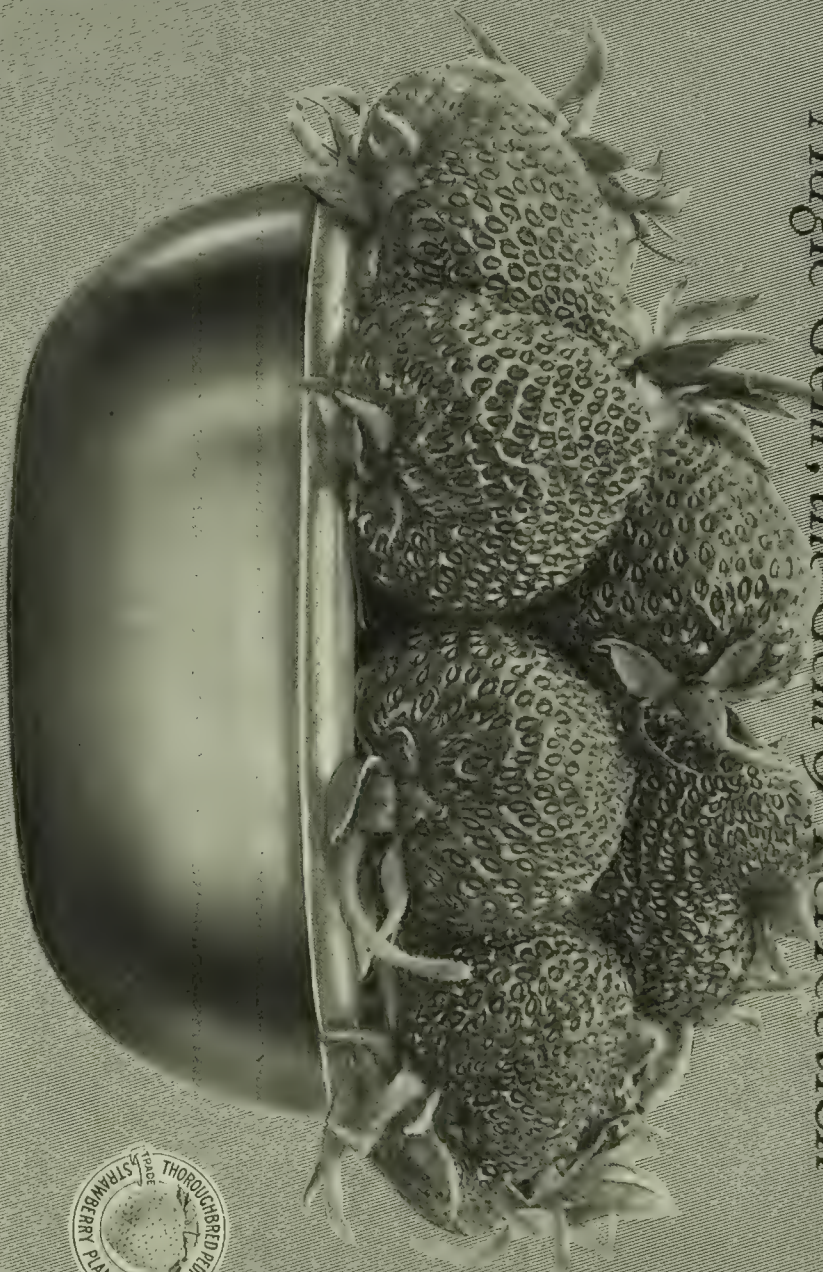
"Kellogg's Prize is the greatest strawberry under the sun."

MRS. SAATHAMP, Illinois.

"Kellogg's Prize is all to the good. Its berries are nearly as large as hen's eggs. Counted sixty-eight fully matured berries on one plant."

G. F. FOSTER, Florida.

Magic Gem, the Gem of Perfection





KELLOGG'S BIG LATE

"The Biggest and Latest---The Queen of Quality and Quantity"

(FEMALE OR PISTILLATE)

(For photo-engraving see Front Cover)

Kellogg's Big Late unquestionably is the World's best extra-late variety.

This statement sums up in few words, the substance of reports received from thousands of growers who after thoroughly testing Kellogg's Big Late, are unanimous in their expressions of admiration and praise and who claim it is unequalled by any other extra-late variety.

Big Late is a strong growing pistillate, an excellent drouth resister, has a long, heavy root system, large, healthy foliage and is a big, robust crown builder. It is a consistently heavy producer of large, deep scarlet colored berries which are produced abundantly in clusters on long fruiting stems. Their highly delicious flavor and pleasing aroma leaves nothing to be desired. The berries are crowned with a beautiful bright-green calyx which remains fresh and bright longer after picking than any other variety. This, together with the firm, solid berry texture makes Big Late a most desirable keeper and shipper.

This is the fifth consecutive season we have offered Kellogg's Big Late to our customers and the enormous increase in the demand for plants of this variety is the best evidence of its increasing popularity. A single trial convinces that words and pictures are quite incapable of rendering a just description of Kellogg's Big Late. It is indeed "The Biggest and Latest---The Queen of Quality and Quantity."

Be sure to set Kellogg's Big Late this spring.

For prices of Kellogg's Big Late plants, see Page 33.

"Kellogg's Big Late is the leading strawberry in our locality. I sold my berries at 40 cents per single quart or \$8.00 per crate, realizing \$1213.95 from only one-half acre. In addition, I also paid quite a few pickers bills in berries, supplied all our own family of ten could use on the table and we canned and preserved our winter supply, of which no account was kept. The varieties were Kellogg's Big Four and Big Late." H. A. WYSONG, Indiana.

"Kellogg's Big Late is all that can be desired in a strawberry. This variety stands extremes of weather unusually well." CLYDE FORMAN, Kansas.

"My six hundred Kellogg's Big Late plants produced last season, 528 quarts of the finest berries I ever have seen." G. M. TOWERS, Maryland.

"I have grown strawberries for twenty years but Kellogg's Big Late beats any variety I ever have seen." G. M. SIMMONS, Pennsylvania.

"My Kellogg's Big Late Plants have grown so splendidly that I intend ordering more next spring, and some of my neighbors also intend to order with me." CHAS. J. PILLSBURY, Vermont.

"I intend to set a big patch of Kellogg's Big Late next spring. This variety is a wonder. Beats anything I ever have seen in the way of strawberries." R. G. WHARTON, Illinois.

CERTIFICATE OF NURSERY INSPECTION

No. 2150

This is to certify that I have examined the nursery stock of R. M. KELLOGG COMPANY, THREE RIVERS, MICH., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1921.

(Signed) L. R. TAFT,

State Inspector of Nurseries and Orchards.

East Lansing, Mich., Sept. 27, 1920

A copy of our Michigan Certificate of Nursery Inspection which is reproduced above, accompanies every shipment of Kellogg Pedigree Plants. This Certificate is granted only after a very thorough and rigid examination of our plant fields by the Michigan State Inspector of Nurseries and Orchards. It therefore furnishes assurance, additional to our guaranty on Page 32, that Kellogg Pedigree Plants are free from all insects and fungous diseases.

KELLOGG'S NEW RACE

"TRADE-MARK VARIETIES"

As explained on Page 9, the unusually late, backward spring of 1920 made it impossible for us to set our usual acreage to Kellogg Pedigree Plants, which explains why we are not listing this year all the varieties offered in our 1920 catalog.

When we realized the inevitable impossibility of setting a sufficient acreage of all varieties, naturally we gave preference to those possessing the greatest merits, selecting Kellogg's Big Wonder and Sionilli because our experience had convinced us that these two varieties were the most profitable for our customers.

In our own testing plot again during the fruiting season of 1920, Kellogg's Big Wonder and Sionilli displayed the same high characteristics, both in plant growth and quality and quantity of berries, which in every test have placed them far beyond comparison with any other standard varieties.

If you desire big crops of extraordinarily fine strawberries, set plants of either or both of these varieties this spring and you will be agreeably surprised at fruiting time.

Owing to our small crop, you will appreciate the wisdom of sending us your order as early as possible to prevent the disappointment resulting from ordering late in the season after plants are all sold.



(MALE OR BISEXUAL)

(For photo-engraving see inside Front Cover)

We first offered Kellogg's Big Wonder to our customers in 1920, therefore this variety has not yet had an opportunity to demonstrate its many exceptional merits in our customers' fields and gardens. We are confident however that when the 1921 fruiting season arrives, it will tell its own story in a much stronger, more convincing manner than our description does justice.

Kellogg's Big Wonder is a strong medium-late bisexual, ideal as a mate for pistillate varieties.

In foliage and plant growth, it simply can't be beat. The plants grow tall and the leaves, which are borne on sturdy, upright stems, are large, very dark green, of exceptionally heavy texture and practically immune to plant disease.

The plants root very deeply and are not affected by extreme weather conditions.

The berries are large, very dark glossy red and in flavor most delicious. It is truly a marvel both in productiveness and quality of berries.

We recommend Kellogg's Big Wonder with the assurance that you will find it ideal for the home garden or market.

Prices of Kellogg's Big Wonder and Sionilli plants will be found on Page 33.



(MALE OR BISEXUAL)

(For photo-engraving see Page 20)

The highest endorsement we can give Sionilli will not do this variety justice as we consider it one of the most remarkable strawberries ever grown.

Sionilli is a strong growing late bisexual and like Kellogg's Big Wonder, is an ideal mate for pistillate varieties.

Plants grow upright, have very heavy foliage and root deeply, making Sionilli a drouth resister of the highest type.

It is an exceptionally heavy producer of extra large, high-quality berries, their deep red color extending to the very center. Their flavor is supremely delicious,—unlike any other strawberry.

Sionilli offers a splendid opportunity both for the home garden and commercial strawberry grower.

There was an enormous demand for Sionilli plants last season, and this year, owing to the fact that it is so widely grown and so much better known, the demand is sure to be even greater.

For this reason and on account of the small crop of plants, you will profit by sending us your order at once as delay will mean almost certain disappointment.

"SIONILLI A SPLENDID VARIETY"

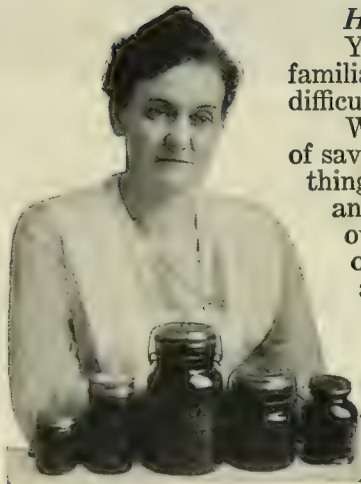
"I have found Sionilli a splendid variety. Its berries are large, dark red and of unusually fine flavor. It is a very heavy cropper. Kellogg Pedigree Plants 'can't be beat.'" N. T. CRAWFORD, Virginia.

"NONE BETTER"

"Sionilli and Kellogg's Progressive Everbearer are a success in this climate—none better."

DR. D. A. GOVE, Washington.

ECONOMY through the HOME STRAWBERRY GARDEN



How can I economize?

You women folks will agree with me that this familiar and important question is becoming more difficult to answer every day.

Whether through necessity or a cultivated habit of saving, we are all alike deeply interested in anything which will promote economy in our homes, and it has been my experience from conditions in our own home and through careful observation of conditions in others, that the most successful and most prosperous are those in which economy is practiced to the fullest extent.

In order to successfully practice economy however, it is important that we clearly understand its real meaning. Economy doesn't necessarily mean that we must sacrifice to the extent of going without things which we need or desire, as to do this would often defeat its very principles. Economy simply

means the practice of thrift by spending wisely and sparingly.

While there are many different means of home economy, I am thoroughly convinced that one of the easiest and most effective is the home garden because it supplies the home with fruit and vegetables of the highest possible quality at practically no expense and in addition, often is a source of many dollars actual cash profit besides.

The cost of all fruit and vegetables is extremely high and as a result, many homes without gardens cannot enjoy all the good things which are served regularly in homes which have their own gardens. This is especially true of strawberries which now sell at such high prices that they are a luxury in many homes. And yet, a Kellogg Strawberry Garden costing only a few dollars will produce more delicious fancy strawberries than a large family can use throughout the entire year. The surplus berries which always are in demand at high prices, will pay for the garden and in many cases give a surprisingly big cash profit besides. Am I therefore not justified in insisting that a Kellogg Strawberry Garden affords one of the greatest opportunities for economy in the home?

The full value of the home garden should not however, be measured in dollars and cents alone. In addition to its value from a purely economic and profit standpoint, it insures a bountiful supply of freshly picked, delicious, home-grown fruits and vegetables for the family table at a moment's notice. This, we have found one of the most desirable and most valuable features of our home garden.

The success of the home garden in practically every case is assured right from the start because the planning, planting and management rests largely with us women folks. But even though our men must devote their time to the store, office, factory, shop or farm, the woman who plants a home garden soon will have active assistance if there are any men in the family as they too will find the garden a pleasant, healthful means of recreation.

My own experience, together with the many enthusiastic letters which

I have received from women throughout the country, have convinced me of the real satisfaction and economy which comes through the home garden and I am gratified to know that my influence in this book has been responsible for the success of so many women as evidenced by many letters like the following which have come to me:

"We are very well pleased with Kellogg Strawberries. Our Kellogg Strawberry Garden supplied our daughter's family and our own with all the delicious strawberries we could use last year and we sold about \$50 worth besides." MRS. E. L. HAYWARD, Wisconsin.

"Our Kellogg Strawberry garden has given us perfect satisfaction. I can now say for the first time, that I have had all the strawberries I could eat. I shall certainly recommend Kellogg Pedigree Plants whenever I have a chance." MRS. W. COUPE, Massachusetts.

"My Kellogg Strawberry Garden produced 309 quarts of excellent berries this year and it has been an unfavorable season for strawberries. I plant, cultivate and pick all my strawberries myself. From this small garden, I sold \$46.00 worth, gave \$3.00 worth away and besides we have had all we could possibly use in our own family. I intend to send you another order this summer to be sure of getting the plants next April."

MRS. MARTHA V. EVANS, Missouri.

"I had the surprise of my life this spring when my Kellogg Strawberry Garden began bearing. Never before beheld anything so full of bloom or such wonderful berries. They were the admiration of all who saw or tasted them. From this small patch, I sold \$60 worth of berries and could have sold many more as I had to turn down many orders. Besides what were sold, we had fresh berries every day for a family of four and preserved our winter supply."

MRS. RENA TRUBEY, Kansas.

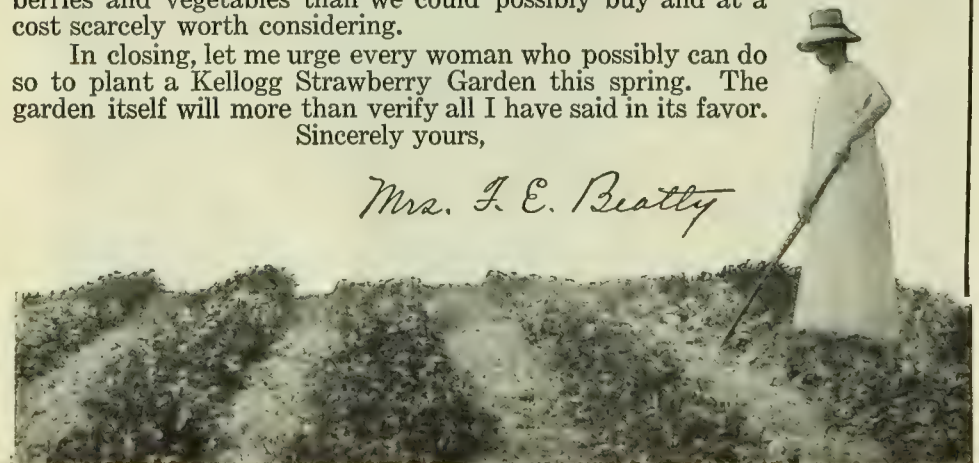
Such letters are to me most encouraging inspiration and although I have been unable to personally acknowledge the many I have received, nevertheless each and every one has been equally interesting and helpful, and I wish to take this opportunity of expressing my sincere appreciation of these friendly messages.

Our home garden continues to become more profitable and consequently a greater necessity every year. In fact, I wouldn't know how to get along without it because of the economy it means in our home, also because it furnishes our table with much fresher, higher-quality strawberries and vegetables than we could possibly buy and at a cost scarcely worth considering.

In closing, let me urge every woman who possibly can do so to plant a Kellogg Strawberry Garden this spring. The garden itself will more than verify all I have said in its favor.

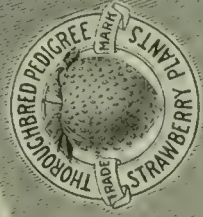
Sincerely yours,

Mrs. J. E. Beatty



Sionville
BIG IN SIZE
BIG IN YIELD

Big in Size Big in Yield





Old Standard Varieties

The varieties described below are the best of the old standard varieties and are so widely and favorably known that it is unnecessary to picture them or give more than a brief description. We highly recommend them for the home garden or market, as they succeed in all soils and climates.

Aroma (B) Male or Bisexual

LATE. Grows low and spreading. Heavy producer of large, rather round, dark-red berries. Extra-good shipper and splendid keeper. One of the best late varieties. For prices see page 33.

Glen Mary (B) Male or Bisexual

MID-SEASON. Medium tall and heavy grower. Very productive of extra large, bright-red berries, which shade to a lighter color at the tip. Its productiveness, shipping and other good qualities have made it a favorite in many localities. For prices see page 33.

Haverland (P) Female or Pistillate

EARLY. Plants grow rather tall and spreading. Exceedingly productive of long, medium-size, bright-red berries. One of the best of the old-time standard varieties. For prices see page 33.

Senator Dunlap (B) Male or Bisexual

EARLY. A tall, dense and very hardy grower.

Grown successfully throughout the world. It is exceedingly productive. Berries are large, very dark-red, of perfect form and splendid for shipping, canning or immediate table use. One of the oldest, most profitable and most widely known of the standard varieties.

For prices see page 33.

Warfield (P) Female or Pistillate

EARLY. Tall and extra-strong grower. Very hardy and succeeds everywhere. One of the most productive varieties in existence. Berries are medium large, smooth, very dark-red and attractive. One of the very best shippers and canners. Warfield will be found wherever strawberries are grown. A choice variety for the home garden or field.

For prices see page 33.

Wm. Belt (B) Male or Bisexual

MID-SEASON. Medium tall grower with very heavy foliage. Produces big, bright-red berries in great abundance. Berries are slightly irregular in form but of the highest quality. A very popular and most splendid variety. For prices see page 33.

KELLOGG'S ALL-METAL CORRUGATED ONE-PIECE DIBBLE

The Most Efficient and Most Scientific Hand Plant-Setting Tool

PRICE ONLY \$1.25

In keeping with our policy always to furnish Kellogg customers with the very best in everything relating to strawberries and their culture, we are pleased to announce that we now are prepared to furnish in Kellogg's All-Metal Corrugated One-Piece Dibble, a plant-setting tool of the latest, most scientific and most efficient type.

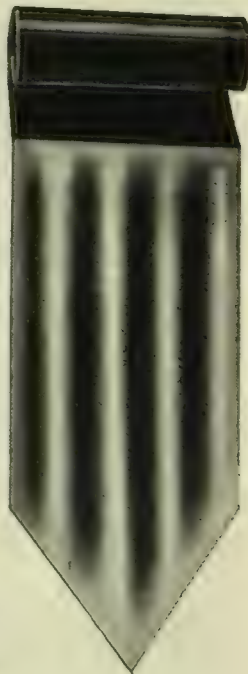
At considerable expense, we have devised a corrugated blade (shown in the accompanying photo-engraving) combining the desirable features of light weight and unusual strength. This specially designed blade which makes bending in use impossible has enabled us to reduce the weight one-third from that of our old-style, plain-blade dibble.

It will last indefinitely as the handle and blade are made in one piece from good grade of sheet steel.

This is a most desirable and efficient tool for setting strawberry and vegetable plants and every strawberry grower or gardener should have one or more of them.

Price, only \$1.25 each—delivered, all transportation charges prepaid

Kellogg's All-Metal Corrugated One-Piece Dibble Makes Planting a Pleasure



KELLOGG'S EVERBEARERS

(For photo-engravings see Pages 23, 25 and inside Back Cover)

Kellogg's Everbearers begin fruiting about three months after plants are set, producing abundantly the first year right up until winter sets in. The second year, they begin fruiting with the standard varieties, producing a big spring crop and after a short period of rest during July, repeat their heavy summer and fall crop which continues until checked by heavy freezing weather.

The berries are large and of a mild, sweet, delicious flavor. The plants are extremely hardy, resisting drouth, excessive wet weather and frost to a remarkable degree. Their summer and late fall crop (coming as it does at a time when other fresh small fruits are scarcely to be had at any price) is in demand at prices which net the grower a substantial profit, making the everbearers a highly attractive and most profitable crop.

Housewives who insist upon "the best for the home," will at once realize the many economic advantages and delightful satisfaction in growing Kellogg Everbearers in the home garden where from early June until snow flies, their big, delicious berries may be picked at a moment's notice for the immediate family or the houseful of company which so often steps in unexpectedly.

Kellogg's Everbearers offer a wonderful money-making opportunity to the commercial strawberry grower, and while we do not recommend planting the everbearers exclusively, you certainly should not fail to set some plants of Kellogg's Everbearing varieties this year if for no other reason than to give them a thorough trial.

PROGRESSIVE EVERBEARER

(MALE OR BISEXUAL)

(For photo-engraving see Page 23)

Progressive is an ideal variety for the home garden or market. The plants grow strong and upright, root deeply and are wonderful drouth resisters. It is a strong pollinizer, and will properly mate any pistillate variety.

The berries are medium large, beautifully colored, of delicious flavor and so nearly free from acid that they may readily be eaten by anyone.

Progressive is one of the first varieties to ripen in the spring, and the last to ripen in the fall. It not only fruits heavily, but brings practically every berry to full size and maturity. In short, the dependable qualities of Progressive have made this "The Universal Everbearer."

For prices of Progressive plants, see Page 33.

"From a small bed only 20 ft. square set to 50 plants each of Kellogg's Progressive and Superb everbearers, I sold \$11 worth of berries and gave away \$10 worth last year besides having all we could use at home."

W. H. CARPENTER, Kansas.

"My patch of 1000 Kellogg's Progressive Everbearers have just produced their third crop which sold for over \$100."

E. N. LEE, California.

"I thought you would be interested in knowing how we came out with our Kellogg Everbearers this year. We thought we made a fairly good record last year—\$582.92 from a short half-acre—but we beat that record this year. From only three-fourths of an acre, we sold \$1,196.00 worth of berries, and 3,000 of these plants were set only last April. This is at the rate of \$1,594.67 per acre. Besides what we sold, we also supplied our own table throughout the season and canned our winter supply. There were still a great many berries on the vines when we quit picking in October. This may sound overdrawn but it is an actual fact for we kept a strict record of every sale."

H. L. LAKE, Idaho.

"I have been growing Kellogg's Progressive Everbearers since 1916 and like this variety very much. My first crop from one-ninth of an acre, amounted to \$186.00."

J. C. HUTCHERSON, Missouri.

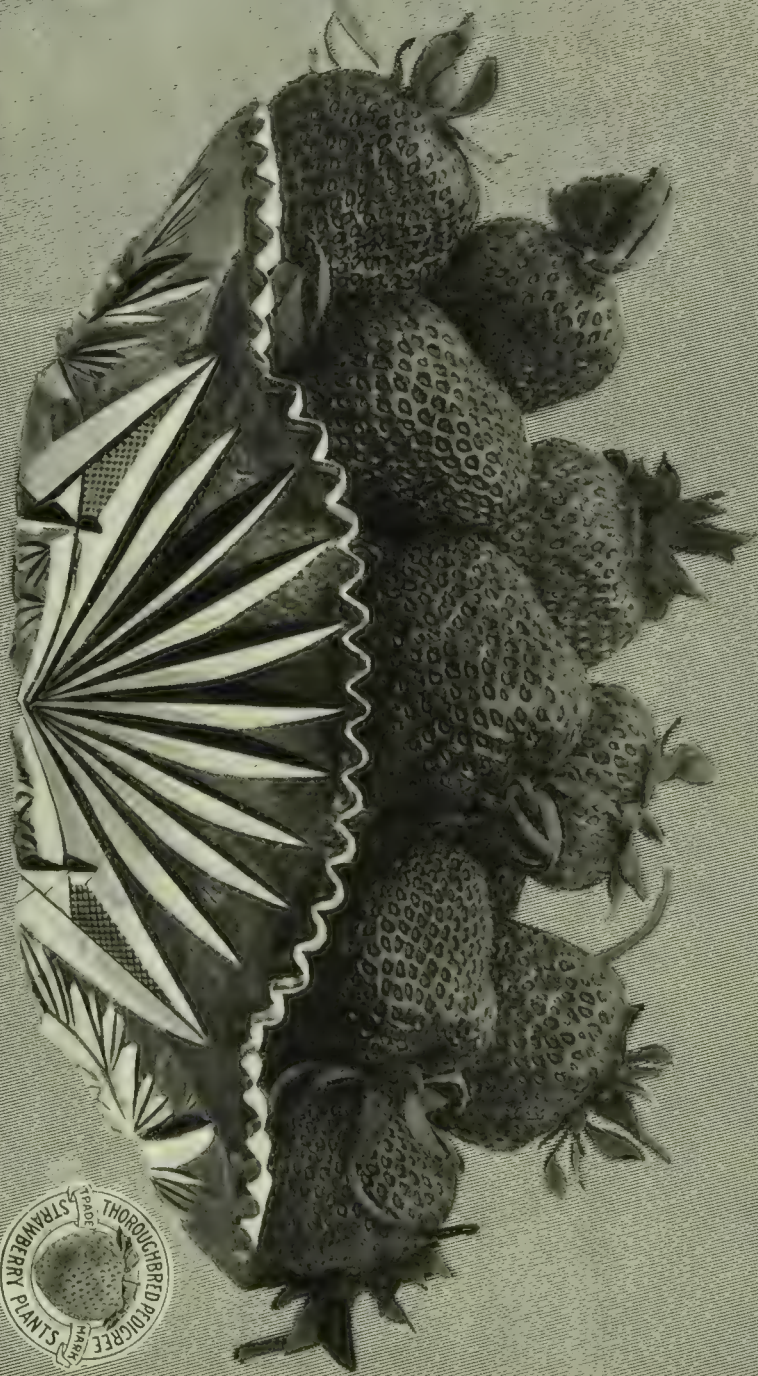
"We had a fine crop of Kellogg Progressive Everbearing strawberries last spring. I never before saw such healthy, vigorous plants or tasted such delicious berries. The berries were as large and attractive as any illustration you ever have shown."

MRS. T. P. THORNSBERRY, Missouri.

"Four years ago, I ordered 50 plants each of Kellogg's Superb and Progressive everbearers. When they arrived they were the richest, most vigorous looking plants I ever had seen and we were so well pleased with them that we immediately sent you another order for more plants. The first year, we picked over 300 quarts, and oh, such delicious berries they were. We ate all we could and canned all we couldn't eat. We have changed our residence and although our garden space is only 30 x 50 feet, it will not be complete without Kellogg Strawberries, and I hope we are not too late in sending enclosed order."

W. J. EVANS, Nebraska.

Progressive, the Universal Everbearer





KELLOGG'S PERFECTION EVERBEARER

"The Thousand-Dollar Prize Winner"

(MALE OR BISEXUAL)

(For photo-engraving see inside Back Cover)

We first introduced Kellogg's Perfection Everbearer in 1920, and we predict that this is to become one of the leading everbearers as soon as our customers have had an opportunity to become acquainted with it.

Perfection won the Thousand Dollar Cash Prize which was offered for the Everbearer proving the most perfect in every way. This explains why it was named Kellogg's Perfection.

Perfection is strong, hardy and vigorous in plant growth and unusually productive of large, well formed berries which are of rich color, delicate flavor and high quality.

Perfection differs in every respect from all other everbearers and we recommend it with the full assurance that it will more than satisfy your highest expectations.

Again this season, we have but a very small crop of Perfection plants, and only by ordering early can you be assured of getting plants of this wonderful everbearing variety.

For prices of Perfection plants, see Page 33.

SUPERB EVERBEARER

(MALE OR BISEXUAL)

This variety could not have been more appropriately named because of its many superb characteristics. Its plants which are of the low spreading type, are exceedingly strong and vigorous. The blossoms and fruit are completely covered by the foliage which furnishes a splendid protection from the hot summer sun and late fall frosts. Superb does not produce as many berries as our other everbearing varieties, although its berries which are of the round type, are extra large, strictly fancy and delicious. They are very dark red and when packed for market are most beautiful, always finding ready sale at high prices. They are firm and ideal for shipping as they will carry a considerable distance and arrive in perfect condition. Superb is universally recognized as "The Big Everbearing Wonder."

For prices of Superb plants, see Page 33.

"Kellogg's Superb Everbearers and 'Hearts of Gold' Cantaloupes grew side by side in my garden last summer. Both did splendidly and were the very best to be had."

MRS. L. J. BURCKHARDT, Kansas.

"I have had the best of success with Kellogg's Superb Everbearers. The plants grow as big as a bushel basket and a foot high. They sure are beauties. Am enclosing an order for more plants to be shipped next spring."

LOUISE BALFANZ, Wisconsin.

PEERLESS EVERBEARER

(MALE OR BISEXUAL)

(For photo-engraving see Page 25)

Peerless in some respects resembles Superb. Its berries are fully as large but a trifle darker in color, and its foliage grows taller and more upright than Superb.

The berries of both its spring and fall crops are large, round, of dark glossy red color and most deliciously flavored. It fruits heavily in the spring and during the summer and fall the plants are loaded with blossoms and fruit.

Peerless is an ideal variety both for home use and market and all who have grown this variety or seen it in fruit highly recommend it.

For prices of Peerless plants, see Page 33.

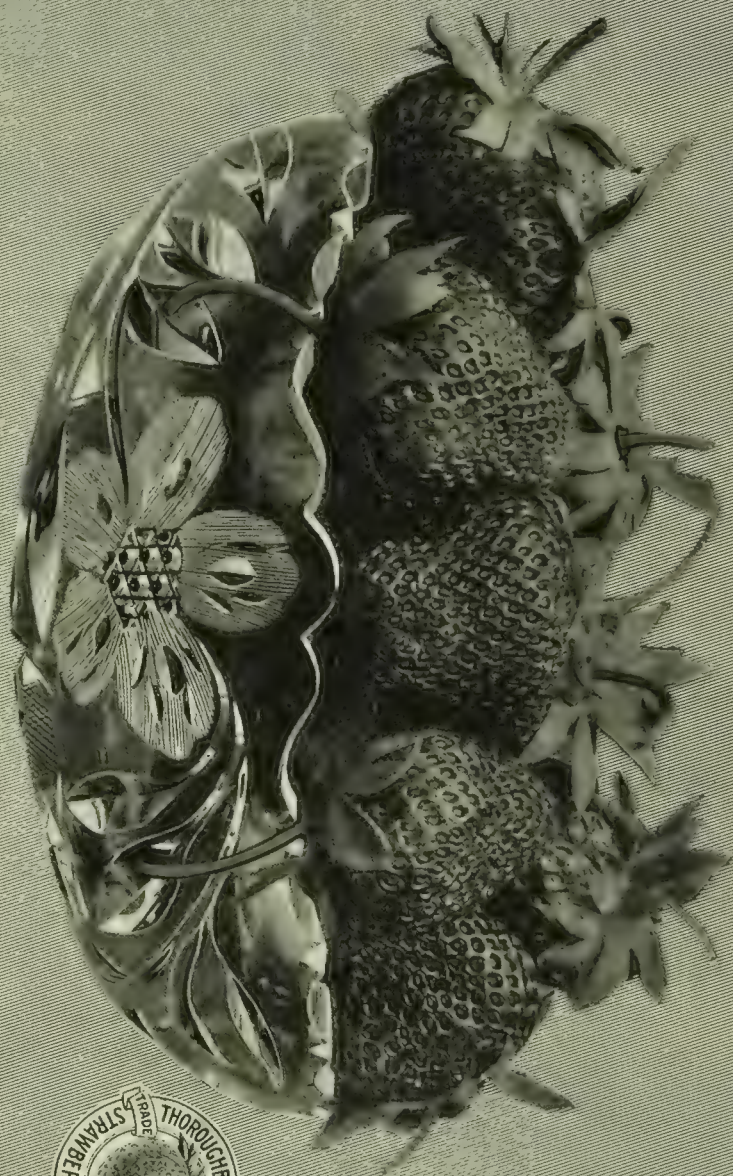
"From one row of Kellogg's Peerless Everbearers only 113 feet long, I picked 25 quarts at one picking."

J. S. COOK, Iowa.

"To say the least, we are simply delighted with Kellogg's Everbearers. People come from miles around to see and purchase our berries. We have picked big, delicious berries in large quantities from May 28th until November 14th, selling all our berries right at home at an average price of 30 cents per quart. Had no trouble in selling all we raised and could have sold many more. We have recommended Kellogg Pedigree Plants to our friends for miles around, and anyone who writes me in regard to Kellogg Pedigree Plants will receive my answer, 'They are all that is claimed for them, and we cannot recommend them too highly'. Please send me your catalog as I wish to order more Kellogg plants next spring."

F. A. LASHURE, Ohio.

Peerless, the Big, Solid Beauty



KELLOGG STRAWBERRY GARDENS

(For descriptions, see Pages 28 and 29. For photo-engravings, see Back Cover)

Can you think of any rarer treat,—one which adds more to the enjoyment of every member of the home when gathered around the family table at meal time, than big, juicy, delicious and wholesome Kellogg strawberries which may be served either fresh from the vines or in so many different ways for winter that the family never tires of them?

A Kellogg Strawberry Garden will furnish your family with this rare treat throughout the year, summer and winter alike.

Have you ever stopped to realize the extravagance of buying your strawberry supply? Besides, the chances are you often must accept small inferior berries or none. In homes which (wisely) have Kellogg Strawberry Gardens, not only is this expense eliminated but the family is assured at all times and for all occasions, berries of the very highest quality. Frequently too, after paying for itself and furnishing the home strawberry supply, a Kellogg Strawberry Garden means an actual cash income as these gardens usually produce more fancy berries than the family can possibly use, the surplus berries finding a ready sale at attractive prices. We never yet have known or heard of a single home that abandoned its Kellogg Strawberry Garden on account of finding it undesirable or unprofitable. On the contrary, the enormous and rapidly increasing demand for Kellogg Strawberry Gardens proves beyond a doubt that more families every year are coming to realize the pleasure and profit derived from home grown Kellogg strawberries.

Never before has a Kellogg Garden been so valuable and so necessary to the home as at the present time. In the first place, general conditions have discouraged many large strawberry growers from planting their usual acreage which means a decided decrease in strawberry production. Then, too, the high prices which manufacturers of canned strawberries, preserves and other dainties are bidding, have proved so attractive that the crops of many growers have been contracted for by these manufacturers. In many sections, the home strawberry garden is the only possible means of a sufficient strawberry supply.

There's no use trying to dodge facts which actually exist. To do so means only to deceive yourself and your family. If you have any available ground, even though it be only a small plot, you should by all means plant a Kellogg Strawberry Garden this spring. It will furnish your family with strawberries fresh from the vines during the berry season, your fruit shelves will be filled with a bountiful supply of canned and preserved berries for the long dreary winter and incidentally—you'll have an opportunity to make a substantial profit from the surplus berries.

Think the matter over and put it up to the folks, but don't delay sending your order as we can supply only a limited number of Kellogg Strawberry Gardens this spring. Delay in ordering until these gardens are all sold will mean another year of expense and disappointment in your home.



**\$508.39 From Plot 100 Ft. Square
Record of G. A. R. Veteran
74 Years of Age**

"From a patch of Kellogg Pedigree Plants measuring 100 ft. square, one-third of which were set during this past April, I have sold \$508.39 worth of berries this season, the berries bringing from \$6 to \$8 per 24-pint crate. Although I am an old G. A. R. Veteran 74 years of age, I make my own crates and boxes in addition to caring for the plants and picking and delivering the berries."

F. D. HAHNENKRATT, Colorado.



GREAT CROPS OF STRAWBERRIES and HOW TO GROW THEM



Expressions of Satisfaction from Owners of Kellogg Strawberry Gardens

"From our small Kellogg Strawberry Garden, we picked over 300 quarts at one picking and more than 1000 quarts in twenty-one days. I have raised fancy strawberries for the past fifteen years and have yet to see any which compare with Kellogg's for getting results."
A. M. LILLIS, Iowa.

"Ever since planting our Kellogg Everbearing Garden, we have been trying to keep the bloom picked off but in spite of this, we have had ripe strawberries from this garden for the past three weeks. Never in all our experience, have we seen such splendid berries as these.

We intend to set out an acre to Kellogg's Everbearers as we can make more money by so doing than these cotton farmers are making off 640 acres."
FRED L. FOSTER, Louisiana.

"My Kellogg Strawberries have done just fine. We have had all we could eat every day and canned enough for winter. They are certainly fine berries."
OLEVIA MAYLOTTE, Ohio.

"My Kellogg Strawberry Garden has proved all you claimed, and more. They beat all the berries I ever have seen and I now wish to order more."
MRS. O. B. BROWN, New Hampshire.

"My Kellogg Strawberry Garden has given very satisfactory results. You do not praise them highly enough in your catalog."
JACK KEPPEL, California.

"I have grown strawberries in my home garden for the past twenty years but never have had any to equal the Kellogg strawberries produced by the plants I received from you last spring. In flavor, size, color and yield they are exceptional and I intend to order more Kellogg Plants next spring."
CHAS. H. WELLS, Massachusetts.

"Although ill health caused me to neglect my Kellogg Strawberry Garden, you may rest assured that this garden gave me an interesting experience and that both plants and berries are true to the descriptions given in your catalog."
JOHN J. TEDFORD, Connecticut.

"I have grown Kellogg Strawberries for several years with most satisfactory results. From my small Kellogg Strawberry Garden set in 1919, I have picked this season, 350 boxes of the finest berries ever seen in the County. People came for them from miles around and readily paid thirty-five to forty cents per box while neighbors were delivering for twenty-five to thirty cents. Those which I brought to town on my way to business were eagerly taken at forty-five to fifty cents. It is but fair to add that my garden and bungalow situated twenty-seven miles from the city in an abandoned pasture which a few years ago was only a swamp, is not the most ideal spot for record breaking fruit, yet my wife took first premium on canned strawberries at the Kingston Fair, which speaks highly for Kellogg Pedigree Plants."
H. T. BRAMAN, Rhode Island.

While you can form a very clear and accurate idea of the many advantages in having a Kellogg Strawberry Garden from what our customers say about them, you really can't begin to realize the real pleasure and satisfaction which these growers have experienced until you actually have a Kellogg Strawberry Garden of your own. If you have a garden spot or any idle ground, you cannot possibly use it to better advantage and profit than by planting a Kellogg Strawberry Garden. And even if you haven't the necessary ground, you no doubt will find it an easy matter to rent for a very small amount, sufficient space for a Kellogg Strawberry Garden which will more than furnish your home strawberry supply.

After once having a Kellogg Strawberry Garden, there will come to you a new vision of real economy and strawberry satisfaction which you never before experienced.

If among the regular Kellogg Strawberry Gardens described on Pages 28 and 29, you do not find one which exactly answers your requirements, just advise us the dimensions of your ground, the number of plants you want to set or send us the amount you wish to invest in plants and our Free Service Department will submit for your approval a Kellogg Strawberry Garden selected especially to meet your particular requirements.

\$50 From This Small Kellogg Strawberry Garden in An Extremely Dry Season

"I am enclosing a photograph of my small Kellogg Strawberry Garden, from which in spite of an extremely dry season, I realized \$50 worth of berries. The everbearers are still bearing immensely and I expect at least one quart to the plant. The berries are as big and fancy as you could wish to see. As photograph shows, my Kellogg Garden is planted between my fruit trees. I expect \$100 worth of berries from this small patch next year."
AMOS BLOCH, Pennsylvania.





Descriptions of Kellogg Strawberry Gardens

(For photo-engravings, see Back Cover)

KELLOGG'S EVERBEARING GARDEN

Special Delivered Price, Only \$10.00

Kellogg's Everbearing Garden begins fruiting about three months after plants are set, furnishing a continuous supply of delicious everbearing strawberries right up until snow flies. The next year, it fruits continuously from June to November with the exception of a short period of rest during July. This Garden is composed of*:

- 100 Progressive Everbearer
- 100 Peerless Everbearer
- 50 Superb Everbearer

*NOTE—Kellogg's Everbearing Garden will be composed as above described as long as our crop of these three everbearing varieties permits. We reserve the right, however, to alter this Garden to include more or less plants of any of the varieties named above and if sold out of any of these varieties, to include a greater number of plants of the others.

Our special price, delivered all transportation charges prepaid to your nearest Express or Post Office, is only \$10.00. Don't delay ordering a single day if you wish to plant a Kellogg Everbearing Garden this spring.

KELLOGG'S BIG FOUR GARDEN

Special Delivered Price, Only \$9.00

Kellogg's Big Four Garden is composed of 400 plants of Kellogg's famous Big Four varieties as follows:

- 100 Kellogg's Premier
- 100 Dr. Burrill
- 100 Magic Gem
- 100 Kellogg's Big Late

These are among the heaviest producing standard varieties grown and the berries are of the very finest quality.

Our special price for Kellogg's Big Four Garden delivered all transportation charges prepaid to your nearest Express or Post Office, is only \$9.00.

KELLOGG'S JUNIOR GARDEN

Special Delivered Price, Only \$6.00

This is our small family garden composed of three standard varieties and one everbearer. This garden consists of 200 Kellogg Pedigree Plants of our own selection as follows: 50 plants each of three choice standard varieties (including 50 plants of one of Kellogg's Big Four) also 50 choice everbearers.

Our special low price for Kellogg's Junior Garden, delivered all transportation charges prepaid to your nearest Express or Post Office, is only \$6.00.

*Plant a Kellogg Strawberry Garden This Spring. At Fruiting Time,
You'll Wonder How You Ever Got Along Without It*

KELLOGG'S BIG CASH PRIZE GARDEN

\$50.00 in Cash Awarded Women Prize-Winners in 1920

The invariable success of women in growing strawberries has been proved time and again, and we are indeed pleased to announce that the \$50.00 in cash prizes awarded winners in Kellogg's Big Cash Prize Garden Club in 1920 were won entirely by women members of this Club, as follows:

\$25.00 First Prize

Won by Mrs. John H. Ragle, Woodlake, California, whose report dated Aug. 11, 1920, states:

"My Cash Prize Garden planted in 1919, has produced 430 quarts of first-class berries during 1920 up to the present time which have brought me \$280, and the everbearers are still bearing. We are delighted with this Garden."

MRS. JOHN H. RAGLE.

\$15.00 Second Prize

Won by Nora Scott, Hartwell, Georgia. In her report dated Aug. 3, 1920, she says:

"In spite of our dry weather this summer, I picked 375 quarts from this garden and the berries were certainly fine, some of them measuring as large as hens eggs. I received 50 cents per quart for all the berries, making a total of \$187.50."

NORA SCOTT.

\$10.00 Third Prize

Won by Mrs. Edith M. Grass, Limestone, Maine. Her report, received Aug. 9, 1920, is as follows:

"Total berries, 400 quarts; total amount, \$167.90. This includes all which were sold, used at home and given away, figured at prevailing market price. I will gladly recommend Kellogg Pedigree Plants as I would not grow any other plants."

MRS. EDITH M. GRASS.

Our checks were mailed to these three Prize-Winners, October 20, 1920.

This Contest Open to All

In order to become a member of this Club and compete for one of the cash prizes referred to below, it is only necessary to comply with the following simple requirements:

- 1.—Plant a Kellogg's Big Cash Prize Garden (described below) this spring.
- 2.—Follow closely the hill system as described in "The Key to Strawberry Profits," which will be sent to you free and post-paid upon receipt of your order for this Garden.
- 3.—Send us your report so that it will reach us not later than September 15, 1922, giving accurately the number of quarts of berries actually picked from this garden in 1922 to September 1, 1922, inclusive, their value at market prices at time of picking, stating that the berries actually were produced in accordance with the requirements named here.

Cash Prizes for 1922

The following prizes will be awarded to the winners in this Contest in 1922:

FIRST PRIZE—\$25.00 IN CASH to the member realizing the greatest number of quarts in 1922 to September 1st inclusive from the Garden described below.

SECOND PRIZE—\$15.00 IN CASH to the member realizing the second greatest yield.

THIRD PRIZE—\$10.00 IN CASH to the member realizing the third greatest yield.

Prizes will be awarded soon as possible after close of contest. No contestant will be awarded more than one prize. Should two or more contestants tie for any one of these prizes, each tying contestant will be awarded the full amount of that particular prize.

Kellogg's Big Cash Prize Garden

(For photo-engraving see Back Cover)

Special Delivered Price, Only \$8.00

is composed of the following varieties which thrive splendidly in all soils and climates:

- 50 Kellogg's Premier, (the Prize-Winner and Money-Maker)
- 50 Dr. Burrill, (The Million Dollar Strawberry)
- 50 Magic Gem, (The Gem of Perfection)
- 50 Kellogg's Big Late, (The Queen of Quality and Quantity)
- 50 Kellogg's Progressive, (The Universal Everbearer)

Our special price for this complete Garden is only \$8.00, delivered, all transportation charges prepaid to your nearest Express or Post Office. Send us your order early as this is one of our most popular gardens and will be sold out at an early date.

“Hearts of Gold” Cantaloupe

The World's Favorite—Sweet and Delicious to the Very Rind



We are pleased to announce that we are prepared to furnish seed of the world-famed “Hearts of Gold” cantaloupe again this season, and our customers will be equally pleased to receive this good news, for the “Hearts of Gold” is “the world’s favorite cantaloupe.” The vines are strong, vigorous and exceptionally productive, frequently producing ten to twelve fancy melons per hill. The hill shown in the photo-engraving on Page 31, produced and matured twelve fully developed, perfectly netted melons of the most delicious quality.

Its thick golden colored flesh, delicious spicy flavor, small seed cavity, thin perfectly netted rind and the fact that it thrives in all soils and climates, combine to make the “Hearts of Gold” a perfect cantaloupe which wins instant favor everywhere. All who have grown or tasted “Hearts of Gold” agree that in productiveness, size, quality and uniformity of melons and for the home garden or market, it is unequalled. Once served it is always preferred.

The “Hearts of Gold” should be grown in every home garden, and the enormous demand at fancy prices which it immediately creates in all markets, makes it also a highly profitable and altogether desirable crop for the commercial grower.

“\$350.00 FROM A \$2.00 INVESTMENT”

“I sold \$350 worth of cantaloupes last year from only \$2.00 worth of ‘Hearts of Gold’ seed. Enclosed find my check for \$2.00 in payment for more of this seed.”

STANTON MCVEY, Wisconsin.

“I made a net cash profit of \$800 from only one acre of ‘Hearts of Gold’ cantaloupes last year. Never before saw so many cantaloupes on one acre. I am enclosing herewith another order for ‘Hearts of Gold’ seed.”

J. T. HOGGE, Virginia.

“From the garden package of ‘Hearts of Gold’ cantaloupe seed purchased from you last year, I sold 900 first-class cantaloupes. Did not believe that cantaloupes could produce so heavily.”

L. T. DANIELS, Massachusetts.



A SINGLE HILL WHICH PRODUCED AND MATURED 12 PERFECT "HEARTS OF GOLD" SPECIMENS

The above photo-engraving gives a splendid idea of the unusual productiveness, uniform size of melons and vigorous vines of the "Hearts of Gold" cantaloupe. Hills of this type are a common occurrence in a field of "Hearts of Gold."

"I sold \$40 worth of cantaloupes, and besides we had all we could use ourselves and gave a great many away, all from a 50 cent package of 'Hearts of Gold' seed. All who ate these melons said they were the finest they ever tasted. I intend to order more 'Hearts of Gold' seed this season."

VERN ANDERS, Ohio.

"Can you still furnish 'Hearts of Gold' cantaloupe seed? I must have this seed if it can be obtained as this cantaloupe is the best seller we ever have raised."

FRANK BEAN, Illinois.

"The 'Hearts of Gold' cantaloupe seed received from you last year produced the finest cantaloupes I ever have seen."

ALBERT GRUEBNER, Michigan.

These letters, (but a few of the many similar ones received), are sufficient to tell of the satisfaction and profit our customers realize from the "Hearts of Gold." You may enjoy the same degree of success by planting "Hearts of Gold" seed this spring because our book, "The Key to Strawberry Profits" described on Page 8 which explains how to grow them profitably, will be sent to you free and post-paid upon receipt of your order for seed.

Prices of "Hearts of Gold" Cantaloupe Seed, Delivered Prepaid

Seed for one acre.....	\$6.00
Seed for one-half acre.....	3.50
Seed for one-fourth acre.....	2.00
Seed for family garden.....	1.25
Sample Packet.....	.50

Because of the enormous demand for "Hearts of Gold" seed and the fact that we have only a limited supply this season, we cannot too strongly urge the importance of sending us your order without delay.

Kellogg Strawberries and "Hearts of Gold" Cantaloupes Make a Winning Combination

INSTRUCTIONS AND TERMS

Read Carefully Before Ordering

This book is our only salesman. Kellogg Pedigree Plants can be obtained only by sending your order direct to R. M. Kellogg Company, Three Rivers, Michigan.

Orders are booked in the rotation in which they are received and should be sent to us just as early as possible.

Full payment should be included with your order if it amounts to less than \$5.00. If your order amounts to \$5.00 or more and you are unable to remit the full amount when ordering, you may remit one-third of the amount with the order, the balance to be sent not later than April 1st. Full payment should be included with orders sent to us after March 15th.

We never ship plants C. O. D. nor until fully paid for, nor do we book orders and reserve plants until at least part payment is made, (State or Public Institutions an exception).

We endeavor to acknowledge receipt of all orders promptly, but during March and April we receive so many orders daily that it is often impossible to acknowledge all the same day they are received. If you do not receive acknowledgment within a reasonable time however, write us,—giving full description of your order and remittance.

If you wish to make any change in your order after it has been booked, always refer to the order number. Orders are not subject to cancellation and we cannot change any order after April 1st. Additional plants may be ordered at any time but if an additional order is received after April 1st, it will be booked and shipped separately.

It is advisable to have your plants shipped as early as possible. We begin digging and shipping in the spring as soon as weather conditions permit, usually about April 1st, and continue until May 25th. We positively refuse to ship at any other time of the year. If you specify shipping date, we shall follow your instructions as closely as weather permits. Unless you specify shipping date, we shall use our own judgment as to date of shipment.

Kellogg Pedigree Plants are accurately counted and tied into bunches of 25 plants, each bunch containing a label giving the name and sex of the variety. Plants of each variety must be ordered in exact multiples of 25; that is,—25, 50, 75, 100 and so on.

Advise us promptly of change of residence, giving both your old and new addresses. Always sign your name the same as this assists us in giving your letters prompt attention.

HOW TO SEND MONEY

Remittances should be made by Post Office or Express Money Order, bank draft or registered letter. Currency or coin not registered is sent at your own risk. Add 10 cents extra if you remit by personal check as our bank charges us this amount for exchange.

OUR GUARANTY

With our careful methods of growing, labeling and packing plants, mistakes are practically impossible. We therefore guarantee Kellogg Pedigree Plants to be true to name and free from insects or fungous diseases, however we accept all orders with the express understanding that in no event will we be held responsible for more than the amount paid us for the plants. All claims for mistakes or adjustments must be made immediately upon receipt of the plants, advising us the number of plants of each variety received, date received, also the number of crates or packages. This will enable us to make a prompt investigation.

Kellogg Pedigree Plants are delivered to the Transportation Company in strictly first-class condition and thereupon our responsibility ceases. We cannot and will not be in any way responsible for the crop. Orders are accepted subject to crop and weather conditions and with the mutual understanding that R. M. Kellogg Company will not be held responsible for loss or delay after plants are turned over to the Transportation Company, or inability to fill any order on account of shortage of plants, conditions resulting from an act of Nature, labor situation or any other cause beyond our control.

SUBSTITUTION

We seldom find it necessary to substitute but if we are unable to furnish certain varieties you have ordered, may we substitute varieties of equal or greater value? It is very important that you answer "Yes," or "No" in proper place on Order Sheet, naming second choice if substitution will meet with your approval. If you do not indicate your wish, we shall assume that you wish us to use our judgment in substituting.

Price List of Kellogg Pedigree Plants

Kellogg Strawberry Gardens, Kellogg's All-Metal Corrugated One-Piece Dibble
and Hearts of Gold Cantaloupe Seed

Delivered, All Transportation Charges Prepaid to Your Nearest Express or Post-Office

(NOTE: This 1921 Price List supersedes and cancels all previous prices)

READ CAREFULLY

The prices quoted below include delivery to your nearest Express or Post-Office as we prepay all transportation charges, reserving the right however to ship either by Express or Parcel Post. Duty on Canadian shipments must be paid by customer when plants arrive at Custom House. Exchange on remittances which are subject to exchange also must be paid by customer and included with remittance.

Please write very plainly and be sure your order is correctly made out.

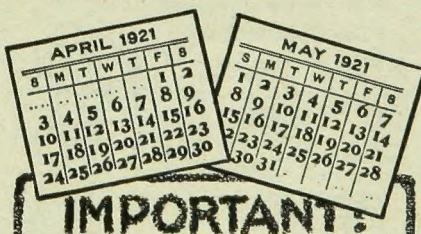
Prices of Kellogg Pedigree Plants

NAME OF VARIETY	25 Plants	50 Plants	75 Plants	100 Plants
<i>Standard Varieties</i>				
Aroma (B)	\$.80	\$1.30	\$1.70	\$2.00
Glen Mary (B)	.80	1.30	1.70	2.00
Haverland (P)	.80	1.30	1.70	2.00
Senator Dunlap (B)	.80	1.30	1.70	2.00
Warfield (P)	.80	1.30	1.70	2.00
Wm. Belt (B)	.80	1.30	1.70	2.00
Kellogg's Premier (B)	1.00	1.75	2.25	2.60
Dr. Burrill (B)	1.00	1.75	2.25	2.60
Magic Gem (B)	1.00	1.75	2.25	2.60
Kellogg's Prize (P)	1.00	1.75	2.25	2.60
Kellogg's Big Late (P)	1.00	1.75	2.25	2.60
Kellogg's Big Wonder (B)	1.60	2.60	3.40	4.00
Sionilli (B)	1.60	2.60	3.40	4.00
<i>Everbearing Varieties</i>				
Kellogg's Perfection (B)	3.50	6.00	8.25	10.00
Peerless (B)	1.60	2.60	3.40	4.00
Progressive (B)	1.60	2.60	3.40	4.00
Superb (B)	1.60	2.60	3.40	4.00

MORE THAN 100 PLANTS OF ANY VARIETY

The Table at the left quotes prices (in quantities of 25, 50, 75 and 100 plants) of every variety we are growing this season. The cost of more than 100 plants of any variety must be figured at the 100 rate as shown in this table. For example: 100 Kellogg's Premier cost \$2.60; 200 plants of this variety cost two times \$2.60, etc.

The cost of each variety must be figured separately at the prices quoted in this table and in accordance with above instructions.



Kellogg Strawberry Gardens

Kellogg's Junior Garden	Special Delivered Price—only	\$ 6.00
Kellogg's Big Cash Prize Garden	"	8.00
Kellogg's Big Four Garden	"	9.00
Kellogg's Everbearing Garden	"	10.00

Kellogg's All-Metal Corrugated One-Piece Dibble,
price delivered, only \$1.25

Hearts of Gold Cantaloupe Seed

Seed for One Acre	- \$6.00	Seed for ¼ Acre	- \$2.00
Seed for ½ Acre	- 3.50	Family Garden	- 1.25
Sample Packet \$.50			

April and May are the only two months in the entire year that we ship Kellogg Pedigree Plants and Kellogg Strawberry Gardens. We begin shipping just as early as weather permits, usually about April 1, and do not make any shipments after May 25. The plant crop is the smallest in years;—the demand, enormous. A word to the wise is sufficient. Take our advice:

**SEND US YOUR ORDER
RIGHT NOW!**



TELLING ESTIMONIALS

Extracted from Our Daily Mail

"And Then Some"

"I have found Kellogg Strawberries all you advertise them to be—and then some. You may refer any prospective strawberry grower to me as I will gladly recommend Kellogg Pedigree Plants."

E. L. PATTERSON, New York.

"I wish to compliment you on the quality of Kellogg Pedigree Plants. They are all you claim for them, and then some."

WM. CROCKER, Illinois.

"Most Economical Plants"

"I may be called a crank but would not set any except Kellogg Pedigree Plants for I have had ten years experience growing Kellogg Strawberries. I could get plants here cheaper in price but they would be more costly in the end and besides, considering quality, Kellogg Pedigree Plants are low priced plants."

W. WRIGHT, Oregon.

"Did Not Lose a Single Plant"

"I set 2,500 Kellogg Pedigree Plants one season for experimental purposes and did not lose one plant out of the entire lot. The plot was viewed by quite a number of people and I trust you were benefitted by this splendid record."

W. W. CONWELL, Virginia.

"Too Good to Eat"

"Our Kellogg Strawberries are fine—the wonder of the neighborhood. One lady remarked 'they are too good to eat.' We expect to order more Kellogg Pedigree Plants next spring."

DR. H. E. ABBOTT, Mass.

"Can't Say Enough in Their Favor"

"Kellogg Pedigree Plants have proved all you claim for them and more. In fact, enough cannot be said in their favor. I intend ordering more to be shipped next spring."

MRS. I. T. OBER, Vermont.

"None But Kellogg's"

"I am preparing to set out a few hundred strawberry plants this coming spring. I want Kellogg Pedigree Plants and no others."

H. E. ROSSMAN, Michigan.

"\$882.00 From Only One-Third Acre"

"From one-third acre of Kellogg Pedigree Plants, I have picked 98 bushel of high-class berries which were sold to one grocer at \$9.00 per bushel, making a total of \$882. I am indeed delighted with this yield which

is at the rate of \$2,646 per acre. I enclose herewith another order for Kellogg Pedigree Plants."

LUCAS KELLER, JR., Ohio.

"The Finest Berries That Ever Grew"

"Pen and ink cannot express the pleasure and satisfaction we have realized from Kellogg Pedigree Plants. We dilly-dallied along for three years with common strawberries and got no results until we set Kellogg Plants. Our Kellogg Everbearers are the finest berries that ever grew. All who have seen them

will bear me out in this statement. A lazy man should not set Kellogg Plants as they are too thrifty in growth and entirely too productive. I am going to set more Kellogg Everbearers next spring, and you may expect my order early."

W. A. ALLEN, Ohio.

"Likes Kellogg's the Best"

"I know of no strawberry plants I like as well as Kellogg's."

ALLINE JOLLY, Mississippi.

"More Than Delighted"

"I am more than delighted with my Kellogg Pedigree Plants and only wish that my entire patch of 800 plants all were Kellogg's."

FRANK BIXLER, Indiana.

"Unsurpassed"

"The flavor of my Kellogg Strawberries is unsurpassed. I expect to set 2,500 more Kellogg Pedigree Plants in the spring."

S. G. NOBLE, Washington.

"Very Satisfactory"

"The 50 Kellogg Pedigree Plants I set in 1919 are giving very satisfactory results."

B. RIX, Rhode Island.

"Best I Ever Had"

"Kellogg Pedigree Plants always have given me the greatest satisfaction. They are

the best plants I ever had."

JACOB SCHORN, Wisconsin.

"Wants Kellogg's of Course"

"I have set Kellogg Pedigree Plants for several years and of course, will be disappointed if I cannot obtain them this season."

J. F. CLINTON, Massachusetts.

"The Best"

"Kellogg Pedigree Plants always have given me entire satisfaction. I know when I order from you I am getting the best."

MRS. J. I. LEVITT, Illinois.



\$230.40 From This Small Patch of Kellogg Strawberries

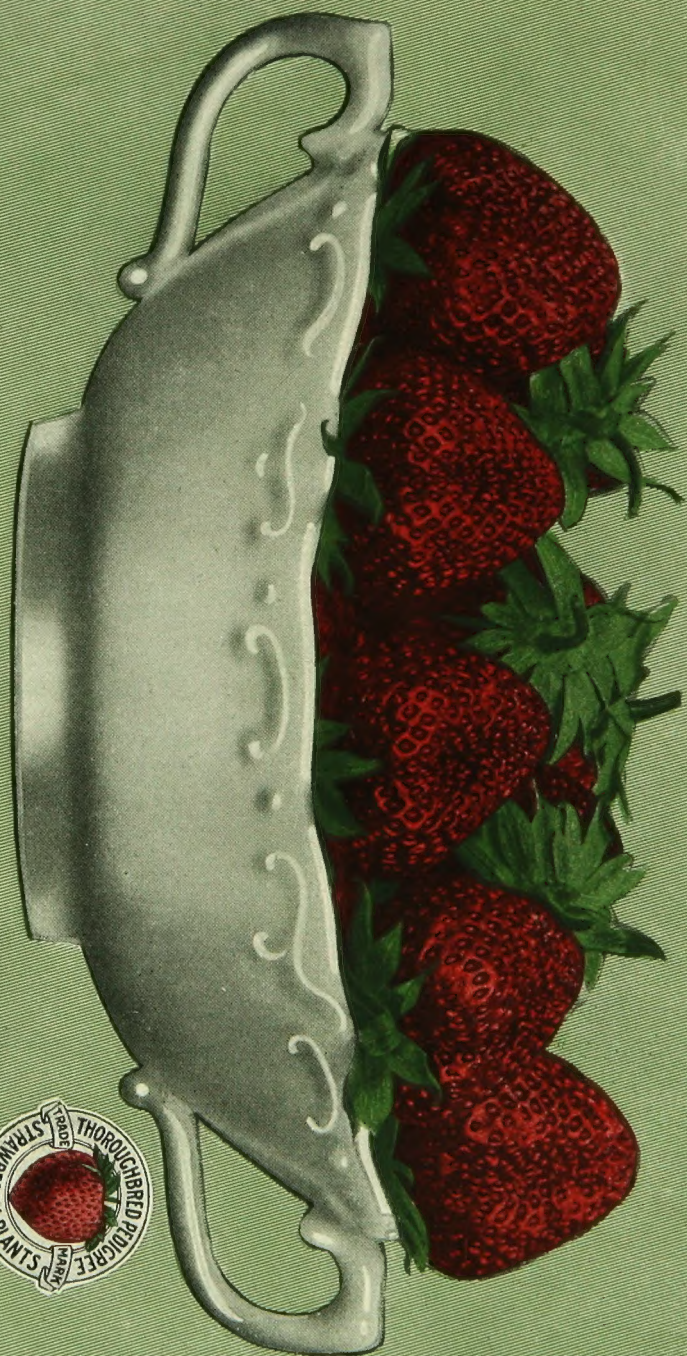
P. E. Graff of Pennsylvania shown in the above photo-engraving is the proud owner. He says:

"From this small patch set to 400 Kellogg Pedigree Plants in the spring of 1918, I sold \$230.40 worth of choice sorted berries in 1919. No one ever saw the like of these berries. People would stand and look at them in amazement and ask how I could raise such wonderful berries, saying they never had been able to do so. My answer was 'I use Kellogg Pedigree Plants and follow the Kellogg way.' Kellogg Pedigree Plants for me every time."

P. E. GRAFF, Pennsylvania.

These are only a few of the thousands of endorsements we have received from customers who have put Kellogg Pedigree Plants to the test. Grow Kellogg Strawberries and you too will endorse them.

Kellogg's Perfection Everbearer



KELLOGG STRAWBERRY



GARDENS

①

Kellogg's Everbearing Garden

Composed of

100 Progressive Everbearer
100 Peerless Everbearer
50 Superb Everbearer

Special delivered price, only \$10

For full description, see Page 23

③

Kellogg's Big Four Garden

Composed of

100 Kellogg's Premier 100 Dr. Burrill
100 Kellogg's Big Late 100 Magic Gem

Special delivered price, only \$9

For full description, see Page 23



②

②

Kellogg's Junior Garden

Composed of 200 plants of our selection including 60 plants of one of Kellogg's Big Four and 50 Everbearers.

Special delivered price, only \$6

For full description, see Page 23.

④

Kellogg's Big Cash Prize Garden

Composed of

50 Kellogg's Premier 50 Dr. Burrill
50 Kellogg's Big Late 50 Magic Gem
50 Progressive Everbearer

Special delivered price, only \$8

For full description, see Page 23.



③



④